

# MODERN PACKAGING





## The tin can enlists for the duration

### How Changes in America's Most Widely Used Containers Are Aiding National Defense.

YES, the tin can has "joined up." In fact, some of these containers will soon be appearing in new "uniforms."

The reason is this: Tin is one of America's most vital defense materials. To conserve this country's essential reserve supply of tin, the research scientists of the can makers' industry have developed and perfected changes in tin containers that will effect tremendous savings in this vital defense metal.

**Take the coffee can, for instance**  
The vacuum-packed coffee can will soon

look slightly different. Its top and bottom are now being made of an enameled steel rather than the tin-plated steel formerly used. This change enables us to make a considerable saving of the tin normally used for coffee cans without sacrificing their ability to guard the freshness and flavor of your coffee.

#### Food cans, paint cans, oil cans

Practically every other tin container also has undergone changes, each according to its use and contents. An 80 per cent lead coating, instead of the usual lead and tin coating, is being used on cans for such things as paint, oil, gasoline.

On food cans, the tin coating has been reduced 10 per cent. Today's better, higher-grade steels make this possible.

(Note: The tin coating on food cans prevents rust on the outside and enables the side seam of the can to be soldered at high speed. It has never had anything to do with the wholesomeness of the food in the can.)

And through these changes you will be proud to know the can makers of America are conserving millions of pounds of tin a year.

And this tin—which has been saved—is now going straight to industries which are turning out the ships and planes and guns that will defend America! This is just a beginning. As rapidly as our laboratories can perfect new changes, new tons of tin will be diverted to defense.

AMERICAN CAN COMPANY  
230 Park Avenue, New York, N. Y.

## Order for NEW Subscription

Please enter my subscription to begin with the \_\_\_\_\_ issue.

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\$8.00 for two years

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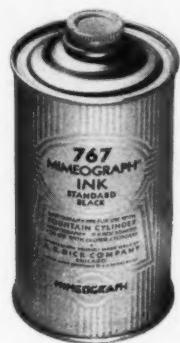
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**MODERN PACKAGING**

**122 East 42nd Street**

**NEW YORK, N. Y.**





SPRING, SUMMER, FALL—the Phoenix Cone Top Can is always a favorite with packagers of volatile, inflammable and penetrating liquids. A sturdy, dependable container for the protection of their products—an easy-to-open package for the convenience of their customers.

**PHOENIX METAL CAP CO.**

CHICAGO

BROOKLYN

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# Modern Packaging

NOVEMBER 1941  
VOLUME 15 NUMBER 3

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## DECEMBER

What's the future for fancy box papers? Will you be able to get them in 1942? How will this affect your gift and standard lines next year? You don't want to miss this vital discussion in the December Modern Packaging.

Also in this issue another London Letter, a discussion of the packaging of building materials, specific functions of store displays and more news about defense developments.

WALTER S. ROSS, Promotion  
L. B. CHAPPELL, Los Angeles

ALAN S. COLE, General Manager

P. H. BACKSTROM J. M. CONNORS

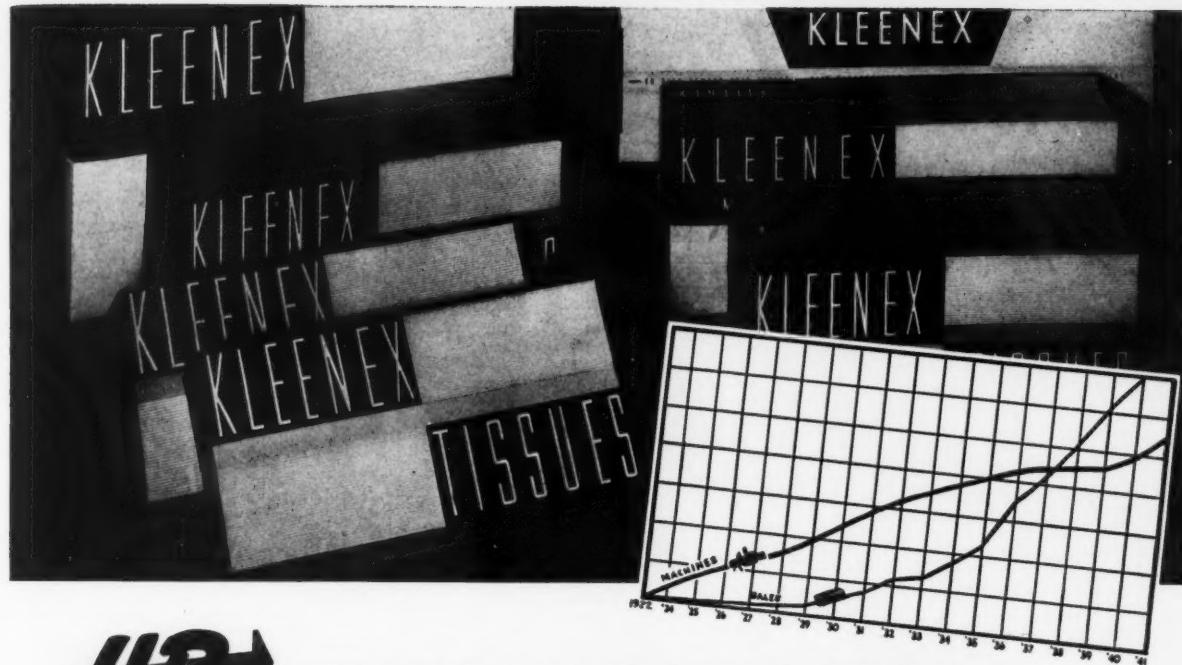
M. A. OLSEN R. L. DAVIDSON

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Published the 1st of each month by Breakin Publishing Corporation. Publication office, Twentieth and Northampton Sta., Easton, Pa. Executive and Editorial Offices, 122 E. 42nd St. (Chanin Bldg.), New York, N. Y. Phone AShland 4-0655. Mid-Western office, 221 N. LaSalle St., Room 1338, Chicago, Ill. Phone Randolph 6336. Pacific Coast Office, 427 West 5th St., Los Angeles, Cal. Cleveland, Ohio, Office, 1010 Euclid Ave. Phone Prospect 2020. Also Publishers of Modern Plastics, Packaging Catalog and sponsors of the All-America Package Competition and the Modern Plastics National Competition. Subscription \$5.00 per year in United States; Canadian, \$5.50; foreign, \$6.00. Two year subscription United States, \$8.00; Canadian, \$9.00; foreign, \$10.00. All foreign subscriptions payable in United States currency or equivalent in foreign currency computed in current exchange. Price this issue, 50c per copy. Copyright 1941 by Breakin Publishing Corporation. All rights reserved including the right to reproduce this book or portion thereof in any form. Printed in U. S. A. Member of the Audit Bureau of Circulations. Acceptance under the Act of June 5, 1934, at Easton, Pa. Authorized October 7, 1936.





**GOES THE KLEENEX SALES CURVE**



**GOES THE TOTAL OF REDINGTON CARTONERS**

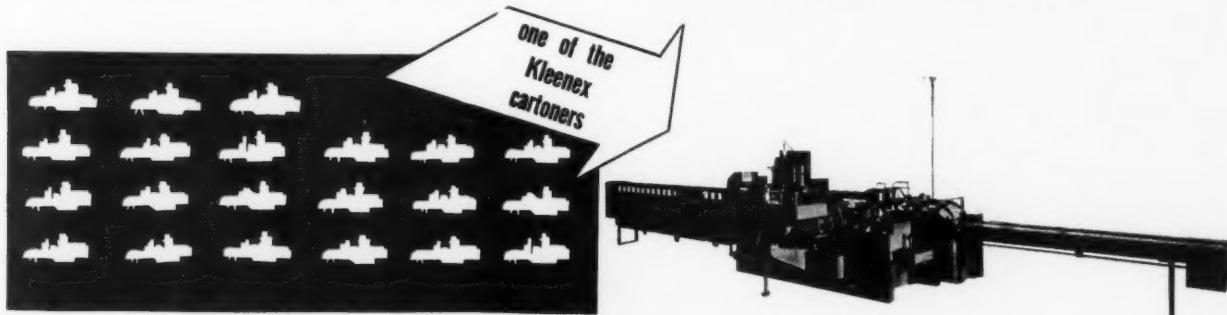
Two years before Kleenex was "born," the International Cellucotton Products Co. installed its first Redington machine back in 1922 for wrapping individual pads of Kotex.

In the 19 years since, 20 more Redingtons have been ordered, to wrap, carton or end seal the rapidly growing production of Kotex and Kleenex sold yearly.

The latest unit cartons both the 200 and the 440 sheet Kleenex package and joins a battery of Redington

cartoning machines, all adjustable for several sizes.

Unique feature is the *pressing mechanism*. Because stacks of tissues bulk larger than the carton, they must be pressed down . . . and the pressing mechanism must move continuously with the conveyor. This mechanism, plus the continuous loading system, makes it possible to insert the stacks *without* rumpling, turning back, or disturbing the sheets of tissue. Because of these engineering features and the absence of cams, this Redington works smoothly, quietly and at a high speed.



21 machines ordered by International Cellucotton Products Co. since 1922.

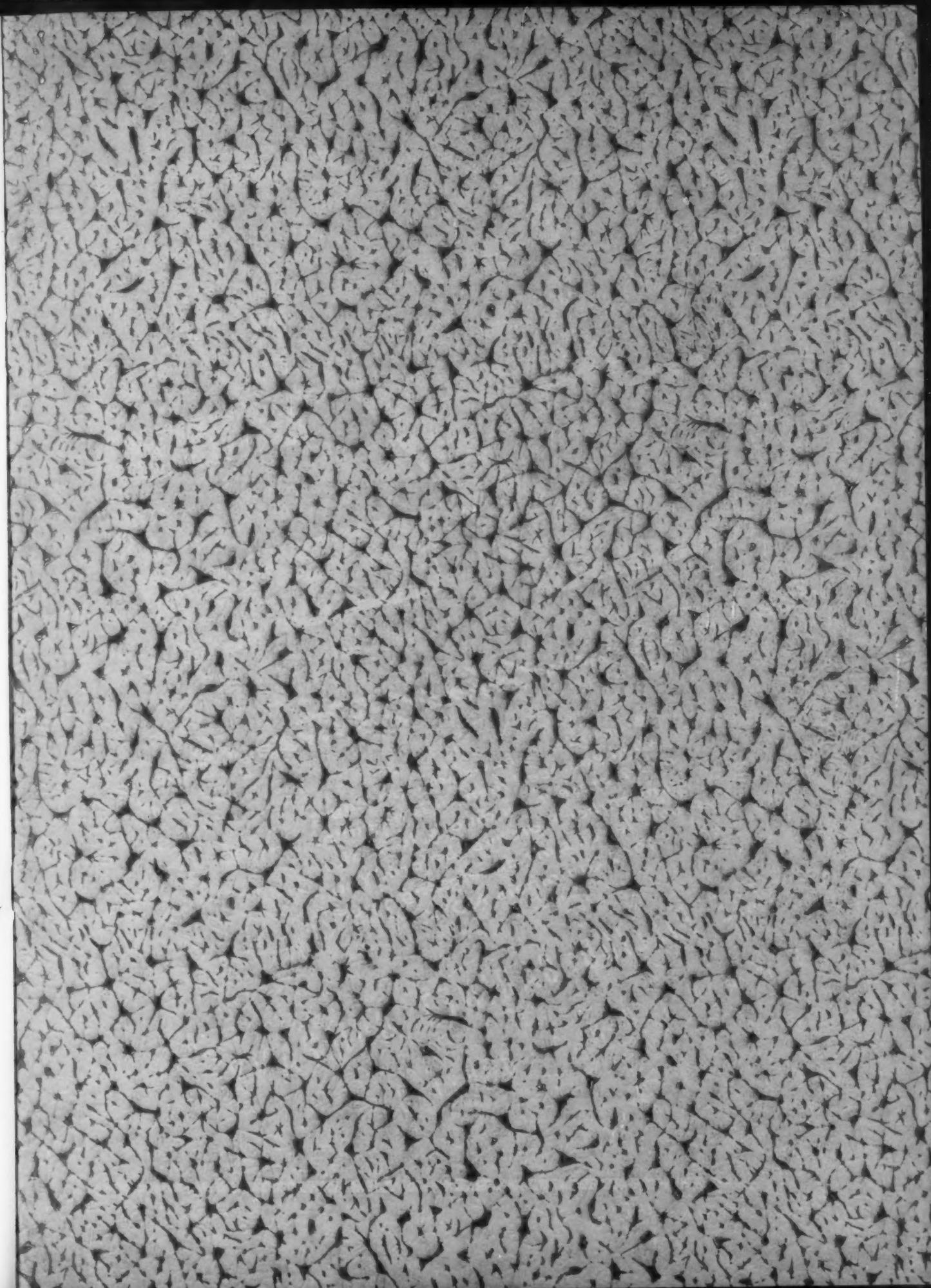
F. B. Redington Co. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

# REDINGTON

PACKAGING MACHINES \*

for CARTONING • WRAPPING • SPECIAL PACKAGING





# METALINE

285-M

## *Hampden's November Suggestion*

With gold threads running all through it, this November development will add a note of rich distinction to your box. You can't afford to let this opportunity pass. Ask us to mail you the set of working sheets which we are ready to send without any obligation. Such attractive color effects you have never seen before.

The logo consists of the word "Hampden" written in a flowing, cursive script font. The letters are thick and elegant, with the "H" having a prominent vertical stroke and the "d" having a long, sweeping tail.

GLAZED PAPER AND CARD COMPANY  
Holyoke, Massachusetts

### SALES REPRESENTATIVES

Chicago, Ill. — 500 So. Peoria St.

New York, N. Y. — 60 East 42nd St.

Toronto, Canada — 137 Wellington St. West

Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England  
Seattle, Wash. — 1203 Western Ave.

Philadelphia, Pa. — 414 Bourse Bldg.

San Francisco, Calif. — 420 Market St.

Dallas, Texas — 3905 Amherst Ave.

NOW IT'S  
*Pickles*  
 IN  
*Pliofilm*

*--Sealed in Their Own Juices!*

**S**CORE another advance for PLIOFILM! Now even pickles are packed in this liquidproof transparent material. Hermetically sealed in PLIOFILM bags, in a bath of their own brine! In this new pack Pick-of-Kings delicacies retain all of their piquant flavor, gain in eye-appeal and buy-appeal.

And these vapor-moisture-waterproof bags provide a saving over



the more conventional methods of packaging. They're cheaper to ship, more durable, more economical of shelf space.

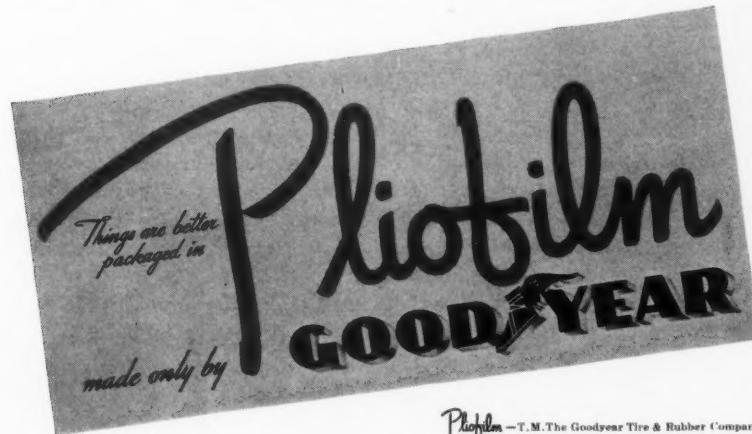
What PLIOFILM can do for pickles, it can do for your product too! If you have a packaging problem involving moisture — either absorp-

tion or evaporation — why not take it up with the Pliofilm Sales Department, Goodyear, Akron, Ohio.



**NO OTHER TRANSPARENT WRAP OFFERS ALL THESE ADVANTAGES!**

PLIOFILM is adaptable to many types of food products. Due to its inherent waterproof, moistureproof qualities, it keeps dry things dry, moist things moist. It seals hermetically in an airtight weld, thus preventing molding, loss of taste and other harmful effects of too much oxygen.



# How to catch a woman's buying eye



Experience shows that the brighter the container the greater the eye appeal. That's one big reason why it pays to pack your product in lustrous BethColite.

But there's more than sales appeal to BethColite. Look behind its mirror-like surface. You'll find BethColite is extremely ductile. It withstands drastic drawing operations, with fewer rejects. BethColite also has the uniformity of tin coating that guarantees safety against contamination, and clear reproduction of designs in full color.

Use this fine tinplate, made by Bethlehem Steel Company, to help boost sales of your entire pack.

Bethcolite

COLD-REDUCED TIN PLATE MADE BY



000000

# FROM California to you

## FLAVOR SEALED BY "CEL-O-SEAL"

Now...TASTE the Difference!  
Our California Wine is  
BOTTLED in CALIFORNIA

FULL FLAVOR PROTECTION from California TO YOU

**PETRI** WINE

CALIFORNIA PORT (PORT OF BAY • SAUTERNA • SANGUINETTE)

"DOUBLE A" FOR EVERY DAY

SWEET WINES IN FULL QUARTS

PETRI CALIFORNIA PORT

PETRI CALIFORNIA SAUTERNA

DRY WINES IN FULL FIFTHS

"VINTAGE" FOR THE FESTIVE DAY

Guaranteed Character



THIS is one of the big newspaper announcements the Petri Wine Company is using these days to tell the public of the full flavor protection in its product. Petri Wines are sealed with "Cel-O-Seal" bands. Petri knows how important these seals are to the sale of its products!

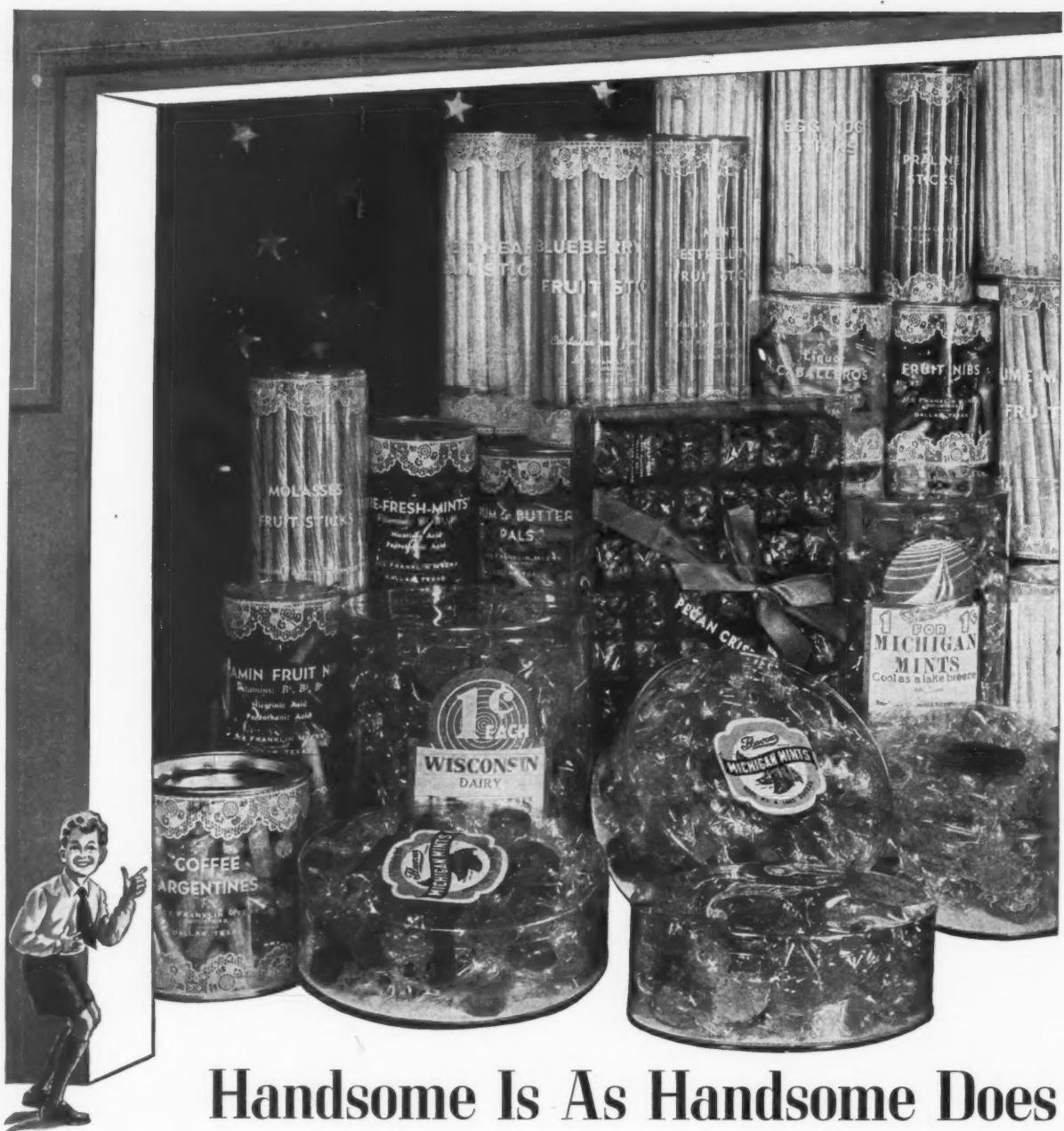
"Cel-O-Seal" bands give added protection, yes...and they add new color and beauty to your package, too!

But that's not all! They're amazingly inexpensive...cost only a small fraction of a cent each. They're easy to apply...no machinery or adhesives of any kind are needed.

Do you want to see how attractive and secure your package can be with a colorful "Cel-O-Seal" cellulose band? We'll be glad to show you. Simply send us a sample bottle today! No obligation, of course.

**DU PONT**  
THE U.S. MFG. CO.  
**CEL-O-SEAL**  
TRADE MARK  
**BANDS**  
Sold by

E.I. DU PONT DE NEMOURS & CO. (INC.)  
"CEL-O-SEAL" SECTION  
Empire State Building, N.Y.C.  
ARMSTRONG CORK COMPANY  
GLASS & CLOSURE DIV., Lancaster, Pa.  
I.F. SCHNIER COMPANY  
683-89 Bryant Street, San Francisco, Cal.



## Handsome Is As Handsome Does

THE sparkling clarity that reveals the product so seductively is not all that LUMARITH PROTECTOID has to offer. True, it boasts a volume of sales success stories for rigid containers like those pictured here. But its permanence, its amazing performance in deep draws and forming keep costs down as well. As an added advantage, you get Celluloid Corporation's pioneer experience in this field.

*Packaging Division, CELLULOID CORPORATION, 180 Madison Avenue, New York City. Established 1872. Sole Producer of Celluloid, Lumarith, and Lumarith Protectoid. (Trademarks Reg. U. S. Pat. Off.)*

*If you are working on a transparent package . . .*

*Get in touch with  
CELLULOID*

*also Headquarters  
for PLASTICS*

*REG. U. S. PAT. OFF.  
TRANSPARENT  
Packaging Material*

RIGID CONTAINERS  
of

**LUMARITH  
PROTECTOID**

CHRISTMAS



MERRY  
CHRISTMAS



*W*ho but doesn't like refinement. Here it is  
in attractive form for

## 1941 CHRISTMAS BOX COVERING

*This is but one of a wide variety of Box Covering papers we manufacture for all tastes. Tell us what you want to box or wrap and we'll send appropriate samples and suggestions.*



**ROYAL PAPER CORPORATION**  
*Manufacturers of Decorative Papers*  
ELEVENTH AVENUE and 25<sup>TH</sup> STREET  
NEW YORK, N. Y.

This sample Pattern 678-B Gravure Print, Ivory Flint Base Stock.



*When materials are scarce*  
**INGENUITY**  
*comes to the fore at ARROW*

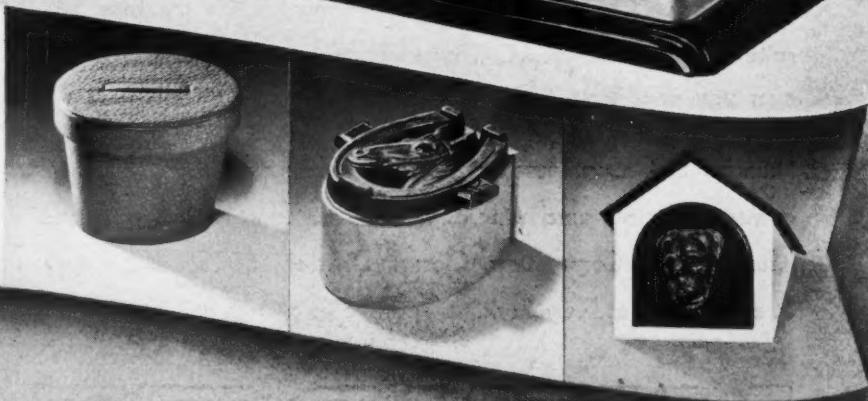


...for example: One basic set of dies, with minor changes, produces a variety of interesting shapes, as illustrated below.

For years, Arrow craftsmen have been accustomed to working with all kinds of materials. The temporary curtailment of one material or another—a shortage of metals, acetates, cardboards, or certain kinds of woods, of course, presents difficulties. But they are not insurmountable here!

Therefore, today, as ever, Arrow INGENUITY continues to assure its old customers of "sales-making" displays and display boxes fabricated from the materials which are currently available.

**NOVELTY DESIGNS IN CARDBOARD**  
Regardless of the materials used, it's the DESIGN that holds the public eye! Arrow takes advantage of whatever materials are "on hand" to produce these novelty jewelry boxes for David P. Barry Co., of New York City.



**ARROW Manufacturing Co., Inc.**

15TH & HUDSON STREETS • HOBOKEN, NEW JERSEY

BOXES & DISPLAYS • IN METAL • CARDBOARD • WOOD • GLASS • FABRICS • LEATHER • IMITATION LEATHER



#### CLOSURES TO MEET YOUR PROBLEM

Cork closures, in the popular finger-grip or flange style, are made by Mundet in these desirable types: Molded Flange, Embossed Wood-Top, Metal Top, Natural Cork Flange. Mundet Cork Closures include many special kinds designed to fill individual requirements of drug and cosmetic products, of wines and champagnes, liquors, etc.

## We Do More than Fit Bottles

**S**UPPLYING closures to fit bottles is only one part of Mundet Sealing Service. Our interest, and our special value, is in anticipating sealing problems before they occur . . . and in helping you to avoid them. Because we are experienced in the making of many types of closures, we can give you "open minded" recommendations. Our specialty is sealing—provided in the form best suited for your needs. Call on us for practical suggestions whenever you need help in closure selection.

Mundet district offices are near-at-hand—assure close, personal contact with your purchasing department. Address your inquiry to Mundet Cork Corporation, Closure Division, 65 South Eleventh Street, Brooklyn, New York.

*These Mundet offices and representatives are conveniently located to serve you.*

ATLANTA  
339-41 Elizabeth St., N.E.  
CHICAGO  
2959 N. Paulina St.  
CINCINNATI  
427 W. 4th St.  
CLEVELAND  
Britten Terminal, Inc.  
DALLAS  
505 Southland Annex  
DENVER  
The Stone-Hall Co.  
DETROIT  
335 W. Jefferson Ave.  
HOUSTON  
Commerce & Palmer Sts.  
JACKSONVILLE, FLA  
Laney & Delcher Warehouse  
KANSAS CITY, MO.  
1428 St. Louis Ave.  
LOS ANGELES  
1850 N. Main St.  
LOUISVILLE  
Kentucky Bottlers Supply Co.  
MEMPHIS  
Memphis Bonded Warehouse  
NEW ORLEANS  
432 No. Peters St.  
PHILADELPHIA  
2226 Arch St.  
ST. LOUIS  
2415 S. Third St.  
SAN FRANCISCO  
440 Brannan St.  
Also J. C. Millett Co.

IN CANADA:  
Mundet Cork & Insulation, Ltd.  
35 Booth Ave., Toronto

# MUNDET Closures

MOLDED CORKS • MOLDED SCREW CAPS • EMBOSSED WOOD TOP CORKS • CROWNS • PLAIN CORKS



Today is a good time to consider taking an old product in a new package to new fields. Markets are shifting, public buying power is changing—in your favor, if you meet the requirements.

Burry's new Rookie Cookie package is an excellent example of wide-aware merchandising. It is cleverly but simply constructed, timely in its appeal, and of course the contents are carefully protected with Riegel Papers (specially corrugated by Sherman Paper Products of Boston).

There are many new packaging problems today, and Riegel's 230 different papers are often helping to solve them quickly, efficiently and economically. Perhaps we can help you, too.

## RIEGEL PAPERS

RIEGEL PAPER CORPORATION, 342 MADISON AVE., NEW YORK

# WANTED NOW ...an extra margin of safety!

MANY an industrial worker walking on two good feet today, can thank the extra margin of safety his steel-capped safety shoes provide, that he is not a cripple—more than ever now that the defense speed-up has so greatly stepped up the danger of industrial accidents.

And there is many an important shipment today that can thank the above-specification protection of Gaylord's famed "Extra Margin of Safety" for its safe arrival—especially now that our quickened industrial pace has increased the dangers of shipping accidents!



CORRUGATED AND BONDED FIBRE  
Also Gaylord Building Components... Grocery  
Bags and Sacks... Kraft and Specialties

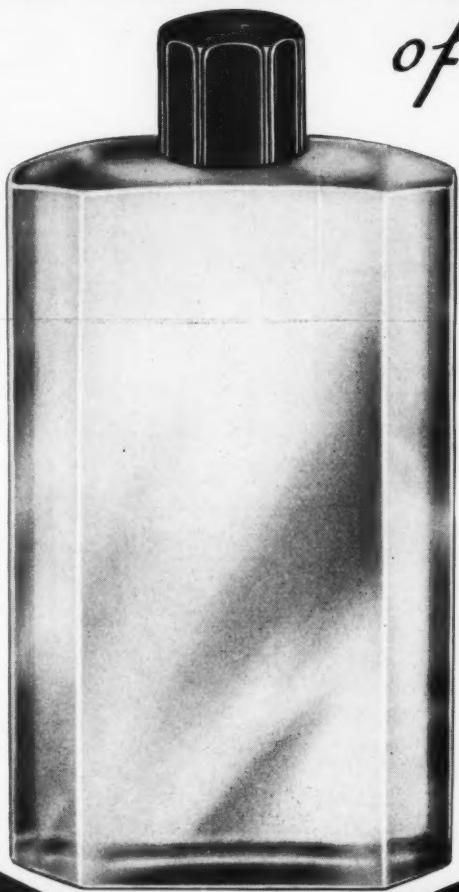


## GAYLORD CONTAINER CORPORATION

General Offices: SAINT LOUIS

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle • Indianapolis  
Houston • Los Angeles • Oakland • Minneapolis • Dallas • Jacksonville • Columbus • Fort Worth  
Detroit • Tampa • Cincinnati • Des Moines • Oklahoma City • Portland • Greenville • San Antonio  
Memphis • Kansas City • Milwaukee • Bogalusa • Weslaco • Greensboro

# A NEW STOCK BOTTLE



*of wide-spread  
usefulness in the  
**PERFUME and  
COSMETIC field***

## N-30 -- take a bow!

Here is a new Swindell stock bottle that sets a new high in smart, modern packaging without the expense of private moulds! It is particularly well suited for the perfume and cosmetic field—but many alert merchandisers in other fields will recognize it as the answer to their problem. In a broad sweep of sizes:  $\frac{1}{8}$  ounce,  $\frac{1}{4}$  ounce,  $\frac{1}{2}$  ounce, 1, 2, 4, 6 and 8 ounces.

**SWINDELL BROS., BALTIMORE, MD.**

200 FIFTH AVENUE, NEW YORK • ROBERTO ORTIZ—HAVANA, CUBA

When you think of bottles think of

# Swindell

*Sorry*

*too many dates  
to add*



# *with old friends any new for the moment!*

BOOKINGS FOR COATED LITHWITE CARTONS  
CONTINUE TO TAX OUR CAPACITY TO THE LIMIT

WE have been in business a good many years. During that time we have successfully introduced a number of improved boxboards—but never has one of these boards gotten a reception like *Coated Lithwite*. In fact, *we doubt whether the industry has ever seen anything like it!*

*Coated Lithwite* is a radically different type of board—formed, made and coated on one machine in one continuous high-speed operation. It has a fine-paper surface—smooth, satiny—and the secret mineral coating holds up inks with a surprising brilliance. The coating scores without shattering, too—and takes a tight seal as it clicks through the automatic machines. And the price? *No more than that of many uncoated boards!*

So, you can understand why *Coated Lithwite* got such a record-breaking reception. And today, with an even finer *Coated Lithwite*—*improved through continued research*—well, our production is sold up so far ahead we just can't take on another new customer right now, as much as we would like to.



**The GARDNER-RICHARDSON Co.**

MANUFACTURERS OF FOLDING CARTONS AND BOXBOARD  
MIDDLETOWN, OHIO

**Good Will  
is the disposition  
of the customer to  
return to the place  
where he has been  
well served . . . . .**

*(United States Supreme Court)*

● DURING THIS PERIOD OF NATIONAL EMERGENCY IT IS OUR EARNEST DESIRE TO COOPERATE WITH THE GOVERNMENT IN THE CONSERVATION OF MATERIALS NECESSARY FOR DEFENSE AND ALSO TO CONTINUE TO SERVE THOSE WHO DEPEND ON US AS THEIR SOURCE OF SUPPLY.

BY CAREFUL PLANNING WE HOPE TO DO THIS AND TO CONTINUE TO ENJOY THE GOOD WILL WE HAVE HAD FOR MANY YEARS.

**SIMPLEX PAPER BOX CORPORATION  
LANCASTER                    PENNSYLVANIA**

16     MODERN PACKAGING



Trade Mark

KIMBLE

Moulded

CONTAINERS

*Individualized* TO DEVELOP  
YOUR PACKAGE THEME

For A NEW VERSION OF YOUR OLD PACKAGE  
A RAPID ACCEPTANCE OF YOUR NEW PRODUCT

Consult  
Kimble



• • • The Visible Guarantee of Invisible Quality • • •

KIMBLE GLASS COMPANY • VINELAND, N.J.  
NEW YORK • PHILADELPHIA • DETROIT • CHICAGO  
ATLANTA • BIRMINGHAM • CINCINNATI

# **NOW! YOU CAN AFFORD NATURAL COLOR PRINTS TO HELP SELL YOUR PRODUCT**

## **In any quantity from 1 to 1000 or more**

**PRICE**—Amazingly Low    **SPEED**—Prints in 36 Hours    **QUALITY**—Every Print a Photograph

**FULL COLOR**—No Hand Work    **NO PLATES**—Saves Time and Cost    **NO SCREEN**—Continuous Tones with No Loss of Detail

### **SUGGESTED USES**

ADVANCE PACKAGE SALES PRESENTATIONS  
COPY-TESTING OF ADVERTISING CAMPAIGNS  
MERCANDISING WINDOW AND POINT-OF-SALE DISPLAYS  
MERCANDISING PACKAGE AND CARTON DISPLAYS  
SALES PORTFOLIOS AND PRESENTATIONS  
REPRODUCTIONS OF DRAWINGS, LAYOUTS, ETC.  
SMALL QUANTITY DISPLAYS

### **TIME SAVING**

The problem of time elapsing from the approval of a new package model to the manufacturing of quantities for distribution has been solved by equipping salesmen with natural color photos of the model for presentation and selling while the package is not ready for marketing.

### **A COMPLETE SERVICE**

We offer complete facilities from the taking of the photograph in natural color to the finishing of the prints ready for insertion into the sales portfolio. Send us your product or display with a layout and we will do the rest. Proofs are submitted for approval before quantities are made.

**PROOFS ALWAYS SUBMITTED • SEND FOR SAMPLE PRINT & PRICES**

---

*Color Prints in Quantity by*  
**PRISM PRINTING CORPORATION**  
123 BLEECKER STREET      NEW YORK CITY

---

*PHOTOGRAPHY: Natural Color • Black & White by*  
**MAN-LOW STUDIOS**  
171 MADISON AVE.      NEW YORK CITY

---



## hands vs. gears

It would be as silly to produce an intricate and delicate perfume bottle on a machine as it would be to waste the talents of one of our glass craftsmen in blowing a bottle for furniture polish.

It's wasteful to insist on hand-made objects when machines can do the job as well—and it's equally wasteful to try to make a machine produce what it was not designed for. That's why Carr-Lowrey glass bottle service offers both hand blowing *and* machine production.

Carr-Lowrey customers can have whichever production method

their particular package requires, whether it be for a cosmetic, drug, food or household specialty.



*Stock Mold Bottle No. 404, product of "3-point" design and production service, is now available in these sizes:*

$\frac{1}{2}$ Dram	$\frac{1}{2}$ oz.	4 oz.
1 "	1 "	6 "
2 "	2 "	8 "

### CARR-LOWREY 3-Point Service



# Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue

Chicago Office: 1502 Merchandise Mart

# THE ELEVENTH ANNUAL ALL-AMERICA PACKAGE COMPETITION



*Open for Entries*

With the announcement in the August issue of MODERN PACKAGING of the new All-America Package Competition, 11th in the annual series, the staff has been prepared to receive entries. Entry blanks are available—a note on your letterhead will bring as many as you need, one for each entry you plan to make.

## OPEN TO ALL

The 11th Competition is open to designers, marketers, packagers, package makers, material suppliers, equipment manufacturers and any other persons or businesses having a hand in the production, sale, use or distribution of packages, display and package machinery first used or marketed during the calendar year 1941.

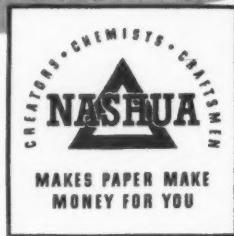
There are no fees or charges of any sort, nor are there any obligations on the part of entrants.

## 11th ALL-AMERICA PACKAGE COMPETITION

122 EAST 42nd STREET

NEW YORK CITY





## NASHUA PACKAGING PAPERS

In the parade of Easter merchandise your products will *stand out*—get the extra attention that means *more sales* — if they are packaged in the handsome papers swatched on the other side of this sheet.

These papers were specially designed for Easter—and styled to arouse the customer's desire to *buy*. They are, in order from top to bottom: No. 20-E, No. 21-E, No. 22-E, No. 13-E, No. 14-E and No. 10-E. The background paper is Nashua's No. 1143 Lavender Mica, embossed in our "Fern" pattern.

All are carried in stock in 26-inch rolls. Can be furnished plain or embossed. Write for complete set of samples.

Let Nashua's creators, chemists and craftsmen help you to

**MAKE PAPER MAKE MONEY FOR YOU**

**NASHUA GUMMED AND COATED PAPER COMPANY**

DEPT. M-11      NASHUA, NEW HAMPSHIRE

Look for the Triangle **NASHUA** Sign of a Nashua Value



# Antiphlogistine . . .

*Used by Physicians for more than  
Half a Century!*

*Latest Product to  
Switch to*

## SUN TUBES!

**Special modern advantages of tubes reason for change—Consider  
these advantages in relation to your own product!**

ANTIPHLOGISTINE has maintained a strong sales position for more than half a century on its proven merits as a medicated dressing for treating muscular aches, chest colds and skin irritations. It's one of the best known standbys in the whole drug field—a product that consistently delivers demand and profits to druggists from ocean to ocean. And now, after competitive tests of tubes, the makers of Antiphlogistine are bidding for even greater sales volume in Sun Tubes as well as their old, traditional container!

Sun Tubes are ideally suited to products of the

Antiphlogistine type. They protect their contents against drying out and losing volatiles, against damage from air and contamination from dirt or germs. In application, they offer amazing convenience . . . there's no need for insanitary scooping. And Sun Tubes are extremely economical. Only the required amount of contents is squeezed out. There's no waste or surplus.

Join the constantly growing number of manufacturers of consumer products who rely on Sun! Ask for details about these popular, protective, portable containers today—by mail, phone or telegraph.

## SUN TUBE CORPORATION, HILLSIDE, N. J.

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James L. Coffield, Jr.  
333 No. Michigan Ave.

CINCINNATI, OHIO  
G. M. Lawrence  
125 West Central Parkway

ST. LOUIS, MO.  
M. P. Yates  
315 Chestnut St. (Room 125)

ST. PAUL, MINN.  
Alexander Seymour  
903 Pioneer Bldg.

LOS ANGELES, CALIF.  
R. G. F. Byington  
1260 North Western Ave.

DADDY I WANT THIS FOR MY BRAND NEW CAR



TOO YOUNG to want a diamond ring . . . or caviar . . . but she knows that when Daddy puts Tri-Rad Anti-Freeze into the family car . . . it's time to follow his lead!

The Crown Can in which Tri-Rad is packed by Stanco, Inc., of Bayway, N.J., retains its good looks even after it has been emptied . . . and that's convincing proof of the care with which it was constructed and the expertness with which the colors were applied.

Secondary uses are either humorous . . . or unimportant. But the primary purpose of

any can is to present your product as attractively as possible . . . while providing the most perfect protection between your plant and the ultimate consumer.

Stanco, Inc., bought Crown Cans on that dual basis, a precedent you might well find profitable . . . and economical.

CROWN CAN COMPANY, PHILADELPHIA,  
PA., Division of Crown Cork and Seal Com-  
pany, Baltimore • St. Louis • Houston • Madison •  
Orlando • Fort Wayne • Nebraska City

INDEPENDENT  
AND HELPFUL

CROWN CAN

NO. 8

# ALUMINUM, DEFENSE, AND YOU



## OCTOBER WAS A MILESTONE MONTH

There have been three other such milestones for civilian uses of aluminum during the past 18 months.

19¢

**WHEN, ON MARCH 25, 1940,** the price of Alcoa Aluminum ingot was reduced from 20c to 19c a pound, it automatically increased the number of civilian applications where using aluminum would be good cost arithmetic.

Every application carries its own special set of conditions. They determine how much you can pay to save a pound of weight, to get extra heat conductivity, or reflectivity, or what not. 19-cent ingot widened the circle of aluminum's usefulness.

18¢

**AUGUST 1, 1940 WAS THE SECOND** milestone. Economics growing out of greater volume of manufacture, and economies stemming from continuing research, brought the announcement of 18-cent ingot. The civilian manufacturer looking to his future could see, in the offing, more ways to use aluminum than ever before.

Perhaps you were one of the thousands who filed away in your book of futures the reminder that "when this thing is over, we must figure on using more Alcoa Aluminum."

17¢

**THIRD MILESTONE** showed up almost before you got that note made. November 18, 1940 saw another reduction on Alcoa Aluminum ingot to 17c a pound, making a total reduction of 15% in the midst of a general seller's market.

Defense got most of the immediate benefit, but the future of aluminum for you, and you, and you, was writ larger than ever.

15¢

**THEN CAME 15c INGOT**, effective Oct. 1, 1941, with accordant reductions in fabricated forms of Alcoa Aluminum. This means that the arithmetic of weight saving is all new, since last you figured on using this versatile metal in a civilian application. When the emergency is over, the fact is that all your old material cost comparisons will be as dead as a dodo.

**THE ARITHMETIC IS NEW;** but the fundamentals just get more so! More than ever, the strong alloys of Alcoa Aluminum are *the answer to lightness with strength.*

ALUMINUM COMPANY OF AMERICA

# AID AMERICAN DEFENSE



**RED CROSS ROLL CALL NOV. 11-30, 1941**

Your memberships assure continuance of Red Cross national defense activities, training in first aid, home nursing, disaster relief, care of disabled veterans.

DYESTUFFS GROUP  
**NEW YORK CHAPTER**  
AMERICAN RED CROSS  
315 LEXINGTON AVE., NEW YORK



## Problem in Packaging

**W**HAT would you do if just when you were taking life easy at the ripe old age of 600 years, someone handed you a tough packaging problem to solve? It happened to Noah.

He was assigned to build the Ark. No easy job. It had to hold two of every living thing. It had to be sturdy enough to stand 40 days and 40 nights of rain. It had to be just the right shape and size.

And Noah came through.

Many manufacturers have been faced

with packaging problems very like Noah's. They needed new packages that would completely protect their products. Packages of a certain shape and size that would be economical to fill, pack, and ship. They needed old packages re-designed.

And Continental came through.

We've been helping businessmen solve packaging problems for 36 years. We've been asked: "How can I cut down my shipping costs?" "How can I speed up my packaging operations?" "How can I keep

air out of my container?" "How can I make it more attractive?"

Through our complete packaging service—our research laboratories, our design and development experts—we've been able to answer these and thousands of other questions ranging from construction to marketing.

Do you want a packaging service that recognizes the *combined* importance of cost, display, protection and convenience? Then call for Continental. We'll be glad to help.

## CONTINENTAL CAN COMPANY

New York      Chicago      San Francisco      Montreal      Toronto      Havana





*When it comes to a Choice*

# COLOR

Wins—

YOUR PRODUCT WILL SELL FASTER in rich, lustrous Maryland Blue. Here's why. Smart, colorful packages are the natural choice of the window trimmer when he wants to "dress" a window . . . of the clerk in arranging open displays . . . of the merchant who stands a few packages near the cash register to stimulate extra sales . . . of the consumer whose natural impulse is to buy with the eye.

*PACK TO ATTRACT IN*



MARYLAND *Blue*

MARYLAND GLASS CORPORATION, BALTIMORE, MD. . . New York: 270 Broadway . . . Chicago: Berman Bros., 1501 S. Laflin Street . . . St. Louis: Carl Floto, 908 Clark Ave.  
Memphis: S. Walter Scott, 435 S. Front Street . . . Kansas City, Mo.: Aller Todd, 1224 Union Avenue . . . Cincinnati:  
J. E. McLaughlin, 401 Lock Street . . . San Francisco: Owens-Illinois Pacific Coast Co.



As we move—with history—into another year, our national need for conservation of food and other essentials becomes more and more urgent. In this light, "Cellophane" stands forth brighter than ever. Prevention of waste—keeping things clean and keeping them fresh—is the most vital role of "Cellophane" today.

**DU PONT OFFERS YOU A SPECIAL SERVICE...**

► If you use "Cellophane" cellulose film, our representatives will examine your packaging methods and make any possible suggestions for more efficient and more economical operation. No obligation. Just write: "Cellophane" Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

Listen to Du Pont's "Cavalcade of America" . . . every Monday evening over coast-to-coast NBC Red Network



"CELLOPHANE" IS A TRADE-MARK OF E. I. DU PONT DE NEMOURS & CO. (INC.), WILMINGTON, DELAWARE



# INSIDE NEWS

NOVEMBER

PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y.

1941

## "Back Stage" with National's New Research Department

You are invited "Back Stage" of National's new Research Department. Since we realize you can't all visit our Laboratories personally, we are going to present certain problems which will give you an idea of how they are handled through Research.

The first consideration in the manufacture of a can, is the material from which it is made. The wrong type of plate may give rise to many problems. Therefore, let us consider one of these.

### THE CAN ENDS:

At first thought, the can end may appear to be so simple that no problems could arise in either its manufacture or use. It is simple, if we only consider one of its functions; that of acting as part of the wall of a container. But the can end is not merely a static, rigid, wall, for it is also a pressure relieving diaphragm; distending under pressure and returning to its normal shape when the strain is relaxed. It is in this action that an end must successfully withstand some severe stresses. Therefore, the problem of determining the best possible combination of design and materials so that the optimum of performance can be attained arises. In addition, it must be solved within the economic limits of low selling cost.

The question is, how to select the best possible combination of materials and design? It's not determined by guess-work.

Every end needs material of the right kind which consists of tin plate. This must be the best available, which means Cold Reduced Plate of the proper gauge and temper.

Now, there are many sizes of ends, and it is simple to see that the same design, temper, and gauge of plate, cannot be used on all sizes from the smallest to the large gallon size.

The selection of the proper combination is not left to guess-work, or even practical experience. Research has devised tests which provide facts, and for the selection of the proper combination of design and material, the apparatus pictured at right has been devised. (21)



*The operator merely places a can in the apparatus and applies steam pressure to the end. Watching the end for signs of breakdown as the pressure increases. When a definite pressure level has been reached the operator turns off the steam, releases the pressure and applies a vacuum. This is repeated at many different pressure levels until the characteristics of this end are thoroughly understood. This data, in combination with other correlated data enables him to select the proper combinations to give optimum end performance.*

## Crabmeat Industry To Expand Production

America's crabmeat canning industry is planning an expansion of production facilities. The industry is acting to take advantage of the market created in America by the new tariff on imported crabmeat, the tariff now being 22½ percent ad valorem as compared to 15 percent previously.

The industry feels that this additional protection will permit it to develop rapidly.

The largest supply of crabs available to American canners is found along the Gulf Coast and along the Atlantic Coast up to Long Island. However, canners in Maine are planning greatly increased outputs. During the past year these food companies confined their merchandising efforts on canned crabmeat to New England, but they now intend

(Advertisement)

# BY NATIONAL CAN



NOVEMBER

PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y.

1941

to go after the national market. One cannery has increased the personnel in its plant from 20 to 135 workers in the last year, and 50 more have been employed to pick the crabmeat from the shells.

The American crabmeat industry in 1940 produced 775,671 lb. and it is estimated that the 1941 figure will be up to 1,000,000 lb. However, the industry feels that production must be stepped up to 6,000,000 lb. or more to capture the new market in America. The raw supply of this increase is available, the capital can be obtained and technical knowledge has been developed so that the desired increase in volume is quite within the realms of possibility.

Formerly nearly all the canned crabmeat used in this country came from Japan, Russia and California. (22)

## New Wax Source

Green cotton, said to yield 30 times as much wax as the ordinary white varieties, gives promise of becoming an important source of wax for polishes. Manufacturers of furniture polishes, floor polishes, auto polishes and similar protective finishes requiring a wax with a high melting point would benefit chiefly from the use of the new material, especially in case of an acute shortage of wax from the usual sources. Southern cotton farmers would find an always welcome new market for their crop. (23)

## New Food Plant Bacteria Test

Need for a rapid and reliable method for determining the bacterial contamination on flat surfaces in food plants, has led the New York State Agricultural Experiment Station at Geneva, to devise a simple procedure for this purpose.

The method is called the "contact plate" method and is said to require a minimum of time and equipment and to be more practical for field use than any other method available.

Briefly, the contact plate method consists of allowing a layer of agar to harden on a sterilized tin disk resting in a sterilized Petri dish. When ready for use, the tin disk with its agar coating may be removed from the Petri dish with the aid of a small suction cup,

the sterile agar brought into contact with the surface to be examined, the contact plate then replaced in the Petri dish and incubated at 32 deg. C for 24 to 48 hours, depending upon the type and number of bacterial colonies which develop.

Not only has the method proved useful in routine sanitary inspection work, but it is also serving as a valuable means for comparing different procedures for sterilizing food dispensing and food processing utensils. (24)

## Shark Oil . . . A Vitamin Source

Sharks are generally considered predatory and useless denizens of the sea but scientists declare they are a boon to humanity. Recently Governor Olson, of California, signed a measure designed to protect this fish in California waters, vitamin A being the answer. For about five years the California Packing Corporation has been making a study of the shark and its habits. Little has been learned of its habits, but it has been found that shark liver oil is one of the best sources of vitamin A. Shark liver carries far more unit potency of vitamin A than does the better known cod liver or halibut liver. The latter two produce fractional units of a gram, while the liver of the shark has a potency of from 10 to 20 units. Souffin shark liver has zoomed to new heights in price in Pacific Coast fishing centers and quite a few boats are out after sharks instead of food fish. At Astoria, Ore. souffin shark liver is now quoted at \$17,000 a ton, or more than the price of bar silver. (25)

A green copper paint was recently introduced by a large American copper producer to supplement its regular copper paint, which has been on the market for some time. (33)

Baltimore plant of  
The National Can Corporation



## Technical Topics

A RESEARCH LABORATORY has reported an improved method of taking the yellow plant color, particularly carotene, out of white flour by using chlorine dioxide, a new gas to be used for flour bleaching; nitrogen trichloride aided by benzoyl peroxide is the commonly used gas. (26)

A U. S. PATENT has recently been procured covering the mechanical bunching of just enough stalks of asparagus to be mechanically inserted into a can without damage to tips; butts are cut off after bunch has been formed. (27)

EDIBLE OIL AND RICE FLOUR heated with addition of water may be used as a plasticizing agent in cheese processing according to a recent patent. (28)

BIOTIN (VITAMIN H) essential to plant and animal life and found in potatoes, potato starches, milk, liver, yeast and egg yolks, has been isolated and is now under study for synthesizing by research workers according to a recent report. (29)

WILD ROSEHIPS and other hedgerow products are being suggested as a valuable source of vitamin C in Britain. It is intended to encourage their use during the coming autumn. (30)

CHLORINATION of channel blacks at elevated temperatures, so that the resulting material contains from 5 to 20 percent of chlorine is claimed to result in a product giving improved physical properties to rubber in which it is incorporated. Higher tensile strength, greater resistance to abrasion, and less development of heat on flexing are among the improvements said to result. (31)

SHELLAC modified with formaldehyde, urea, melamine, and similar materials, can be worked by the usual hot plastic molding technique, it has been shown in recent investigations by the Indian Lac Research Institute. It has also been found that shellac modified with formaldehyde and guanidine carbonate, and filled with jute waste can be injection molded. The heat resistance of the modified shellac molded articles is stated to be about 90°C. By gradual after-baking the resistance can be raised to 120°C. and more, it is added. (32)

For further information on any of these articles write to National Can Corp., 110 E. 42nd Street, New York City.

(Advertisement)



# Wake up Sleepy sales!

with these **Anchor Hocking Narrow Mouth Round Containers** for liquid products



**Available in both crystal and amber,** in 19 sizes from  $\frac{1}{2}$  oz. to 128 ozs., these popular, practical glass containers will make your liquid products more convenient to use, permit controlled pouring of them, will stimulate your sales, cut down costly lingering on the shelf. And with Anchor's famous C. T. Cap to provide an unfailing, airtight, leakproof seal that protects contents until consumed...plus a "spin off—spin on" convenience that pleases consumers, you'll have a complete package that will pep up sales, step up profits. Samples on request.

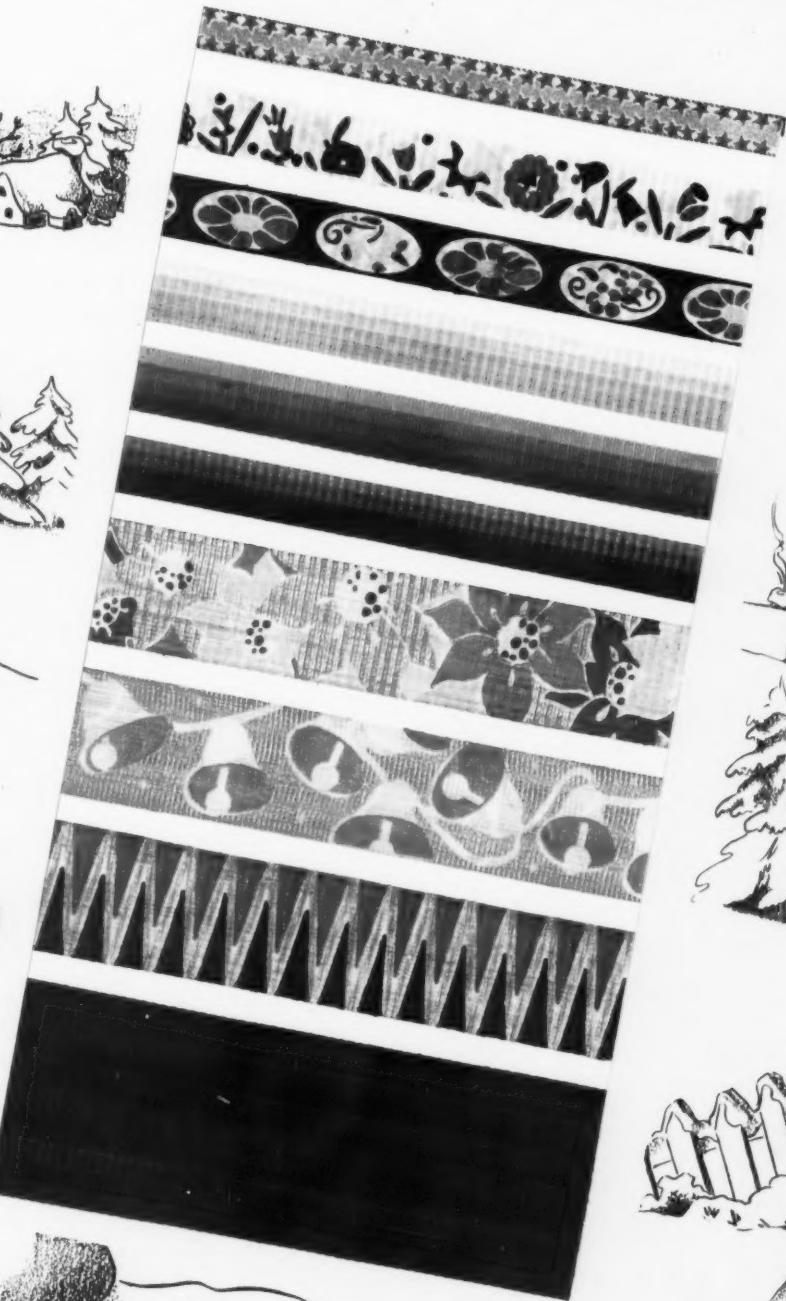


GLASS CAPS  
**ANCHOR**  
**HOCKING**

ANCHOR HOCKING GLASS CORPORATION  
LANCASTER, OHIO

# *Around the Calendar with* **Ribbonette!**

REG. U. S. PAT. OFF.



There are colors and designs appropriate for every season and occasion.

**CHICAGO PRINTED STRING CO.**  
2319 Logan Blvd., Chicago

225 Fifth Ave., New York

**... FOUND UNSUSPECTED BONUSES  
IN CARDING THEIR COMPANY'S  
PRODUCTS THE BOSTITCH WAY**

**He Wanted Safe Carding**

Mr. Smythe, Sales Manager, got customer complaints about fastenings on a display card coming loose. He had a hunch that Bostitch stapling machines would fasten it more securely with wire, and he was right! Looked better, too, and saved money!



**He Wanted to Save Money**

Sam Jenkins, Purchasing Agent, was faced with a cost problem in fastening many small items to a single card. He found that easy-to-operate Bostitch machines save four hours out of every eight by eliminating extra operations. And he, too, found unsuspected bonuses: a stronger fastening and better appearance.

If you use glue, tacks, thread, etc.—consider the fact that, with Bostitching, you may get extra advantages. Bostitching is using the right machine and the exact size and kind of staple to get the most efficient fastening results. Send for free folder, "Bostitch Fastens It Better With Wire." Write BOSTITCH, 56 Division St., East Greenwich, R. I., or Bostitch-Canada, Ltd., Montreal.



**We Wanted More Sales Appeal**

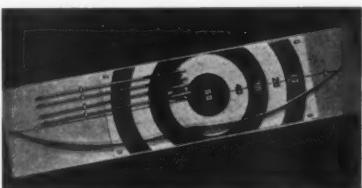
E. W., Advertising Manager, took the hint from Sales. Now he's particularly proud of striking displays made possible with unobtrusive Bostitch staples. He, too, found Bostitching stronger and economical.



**Display Cards**

Manufacturers who are carding their products for open display, and those who wish to do so but have not yet found a practical method, may not be aware of the full possibilities of wire stapling for *engineered, economical mass production* of display cards by the use of high-speed machines.

At least one manufacturer of stapling machines, with nearly 800 different models in his line, offers a definite engineering service to adapt the stapling method to the specific requirements of varied products. For instance, on a job where several different-sized objects were to be carded, this manufacturer devised a machine which provided automatic control over the *irregular placing of staples in the pattern desired*.



**Handles Many-Sized Objects**

A striking example of Bostitching is the carding of these large multiple items with a comparatively small number of staples. One can easily imagine how much more expensive it would have been to card bow and arrows by slower hand methods.

As well as the ability to adapt stapling machines to unusual and difficult carding jobs, wire staple engineering provides the following merchandising advantages:

- (1) gives a small product greater display and sales appeal,
- (2) inspires retailers to show your product where the customer can pick it up and look it over, while at the same time discouraging pilferage,
- (3) allows you room for a striking selling message, or complete instructions,
- (4) provides opportunity to advertise other items, or to display multiple units or related items in a complete and convenient unit of sale.

Only Bostitch offers a complete line of stapling machines, and can make these merchandising and operating advantages available to you through a force of 18 research engineers, plus 300 representatives in more than 100 U. S. and Canadian cities. Write today for full information on the liberal trade-in, budget and rental plans available. Bostitch, 56 Division Street, East Greenwich, R. I.

Advertisement

**BOSTITCH**

*fastens it better with wire—*  
GIVES YOU ALL THREE  
IN ONE FASTENING METHOD

1. SALES APPEAL  
2. PROTECTION  
3. ECONOMY

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COURTESY OF THE TEXACO CO.

Can oil companies keep young America conscious of brand names?

## What Containers for Lubricants?

SURVEY BY THE INSTITUTE OF PACKAGE RESEARCH

Many of the usual generalities on packaging do not apply to the oil business. This industry doesn't need to worry about the food and drug laws. It can select packaging materials with no thought of endangering the health of its customers, though, of course, consideration must be given to corrosion, leakage and seepage. In common with every other industry, oil packaging touches production on the one hand and merchandising on the other. That means that packaging must be considered in the plant as well as in terms of its adaptation to outlets and distribution plans.

Again, like every other industry today, the oil business must cope with the problems of shortages of metals, corrugated and fibre containers and various other ma-

terials which have been taken for granted for a great many years. Something has been heard, ever since a shortage of oil merchandise as well as the materials for packaging the products.

You may hear it said that much in the way of shortages is merely talk for alarmist purposes, that the situation is being overplayed in order to wake people up to the seriousness of the situation. How much of this there actually is—one man's guess is as good as another's. However, it is far better to overdo now in order to avoid some of the difficulties in which Great Britain found herself. She was smug, complacent and apathetic for a long time and only reluctantly adopted controls and regulations which became absolutely

## CONTAINER SIZES MOST COMMONLY USED BY THE OIL AND GREASE INDUSTRY

Size	Times Mentioned	Most Popular		Easiest to Discontinue	
		% of Users		% of Users	
450 lb.					
420 lb.	29*	10*	43%	3*	
400 lb.					
300 lb.	5*	1*		3*	
250 lb.	4*			3*	
240 lb.	4*			2*	
220 lb.	2				
200 lb.	9*	1		6*	66%
150 lb.	4*			2*	
110 lb.	2	2			
100 lb.	22	20	90%		
50 lb.	9*	1		7*	77%
40 lb.	2*	1			
35 lb.	2	2			
30 lb.	5	2			
25 lb.	28	19	70%	2	
10 lb.	26	8	30%	10	40%
5 lb.	25	11	44%	6	25%
3 lb.	4			4	100%
2 lb.	2			2	100%
1 lb.	24	7	28%	7	30%
4 oz.	1				
2 oz.	1				

\* Includes containers of approximate equivalent expressed in gallons.

necessary. Many of those controls and regulations are here and more are just ahead. There is still time to prepare for the shocks and dislocations they bring.

The actuality of shortages, in many cases, is a matter of simple arithmetic. Most metals are under priorities and without a doubt many have felt the pinch. Shortages are going to mean doing without many things and exercising ingenuity to devise substitutes. The problem is one of adaptation and probably for no two concerns is the answer the same.

Perhaps it would help to analyze the packaging of petroleum products in the light of its functions and decide which of those functions are most important. In general, the functions of packaging can be reduced to a simple formula: first, convenience; second, economy; third, protection, and fourth, appeal. This fourth point—appeal—has three subdivisions, namely, to identify, inform and invite.

That simple formula is applicable to any product although the emphasis may vary widely. For lubricants, convenience and protection are of prime importance, but it is questionable whether a majority of oil men are ready to abandon all forms of sales appeal even during the stress of an emergency and certainly economy is always in order in any business or industry.

The Institute of Package Research has conducted a survey of current packaging practices for lubricants to use as the basis for conclusions and recommendations which would take present shortages into consideration, as well as points bearing on the future.

Questionnaires were sent to some 60 companies, of which 40 were members of the National Lubricating Grease Institute and the remainder were non-members

in the same line of business. Of 32 replies (25 from members and 7 from non-members) 28 were capable of being tabulated.

The first question asked for a listing of sizes of grease packages. The answers disclosed a multiplicity of sizes, styles and quantity designations. This variety is due in part, no doubt, to different consistencies, purposes and grades of greases, but there appears to be a Topsy-like growth in it, too, based on competitive angles or on the task of catering to a particular line of trade. The answers went all the way from a 2-oz. can (1 mention) to a 450-lb. drum (2 mentions). The 25-lb. size was mentioned 28 times; the 10-lb., 26 times; the 5-lb., 25 times; the 1-lb., 24 times. The 100-lb. drum received 22 mentions; the 220-lb. and the 50-lb. tied with 8 mentions. The various sizes in between those received scattering votes.

In answer to the question about most popular sizes, the 100-lb. drum was mentioned 20 times, or 90 per cent of those who indicated using it. The 25-lb. size was supported by 70 per cent (19 out of 28) who said they used it. The 5-lb. can received a 44 per cent popularity vote (11 out of 25) and the 100-lb. drum, 43 per cent (7 out of 16 users). However, when it is recalled that this largest size is variously designated as 400-lb., 420-lb., 50-gal., 55-gal., and 58-gal., the vote becomes 34 per cent (10 out of 29 users). The 10-lb. can has a 30 per cent constituency (8 out of 28 users) and the 1-lb. has a 28 per cent popularity rating (7 out of 24).

To recapitulate those standings: The most popular sizes rank as follows: 100-lb. drum, first, 25-lb. size, second; 5-lb. can, third; 400-lb. drum, fourth; 10-lb. can, fifth, and 1-lb. can, sixth.

Conversely, what sizes can be eliminated? According to this "unpopularity poll," the results would be: least popular or easiest to discontinue—2- and 3-lb. cans; next easiest—50-lb. drum; third in unpopularity—200-lb. drum; fourth in unpopularity—10-lb. can; fifth, 1-lb. can, and sixth, 5-lb. can.

The next series of questions concerned shipping containers. In view of the current difficulties and delays connected with containers, many may envy the company which said in the survey that most of its packages were strong enough to ship without containers. Other companies may adopt the same method before long.

The great majority use corrugated or fibre containers. For export, wood is used. The 2- and 4-oz. packages are packed one gross to a container. The 1-lb. size, as reported by 22 questionnaires, is packed in 12's, 24's, 36's and 48's, with the 24's leading. The 2-lb. and 3-lb. units are packed mostly in 12's. One answer reported using a container for a single 5-lb. can; others pack in 6's, 19's and 12's. The 5-lb. size apparently tops the list in the use of cartons; next is the 1-lb. size and third, the 10-lb. Eight concerns pack the 25-lb. size in a single carton, but no other pack is mentioned for that size. The 10-lb. is packed singly, in 4's and in 6's.

Eighteen companies said they use a different type of package for heavy consistency greases as compared with semi-fluid greases. These differences are based

primarily on: 1. different weights or gauges, 2. varying types of closures, 3. use of pouring spouts, bung openings, 4. re-use types of containers.

Black iron received the most votes for the type of material used, especially, it was remarked, for the larger drums. Tin came second, terne plate third, with scattering votes for lacquered black iron, galvanized, paperboard cartons, etc.

Experiments with other materials due to the current situation were mentioned as follows:

Seven said they were experimenting with fibre. One reported results "inconclusive." Two reported "not entirely satisfactory." One said that it had "developed leaks in transit."

Another mentioned experiments with "a parchment or latex film," but had no results to report.

Another spoke of using wood barrels some time ago—results "not altogether satisfactory."

A burlap bag with a special lining had been tried by another, but nothing conclusive was reported about results as yet.

One mentioned using lead tubes in conjunction with a dispenser gun. These, however, proved difficult to keep in proper condition for dispensing and the project was abandoned.

Two have used paperboard cartons for smaller sizes with apparent success. No particulars were given how this paperboard was treated. One company reported a 10-year-old experiment that didn't work out. In this, a paper container with a coated inside was used for the 10-lb. size.

Three reported a satisfactory use of a paper drum with steel heads for the 100-lb. size. One found a container described in similar terms as unsatisfactory. One reported that a paperboard container (details lacking) would not withstand rough handling.

The next question read: "What current changes have you already made or do you contemplate making to cope with present or prospective shortages?" Thirteen all told either didn't mention anything or definitely wrote "None." There was no way to tell whether this meant not planning or not telling. Five indicated that some sizes are or will be eliminated; six told of changing to

other materials and mentioned specifically a change from tin to terne, from terne or galvanized to black iron, etc. One is discontinuing packages for which materials are unobtainable. Another is eliminating variety of colors on packages and dropping the lithographed packages. One is using thinner gauge for as many packages as possible. Several say they will be prepared to reduce styles if necessary.

Informative packages seem to outnumber those without such data. Fourteen said "yes—we use informative copy." Three more specified "small packages show it." Two more use informative labeling on branded items, while seven don't use it. Valid reasons were offered by some for not doing so. One said that the effort to standardize and reduce inventories of packages left no room for informative copy. Another said that in the great percentage of cases the package is not seen by the ultimate consumer. Therefore, informative copy would be born to blush unseen.

The next question asked, "What elements in your package design have you found by actual experience to be most helpful in sales?" Distinctive color seemed to outweigh the other elements. It received 16 mentions in comparison with 14 each for brand name and trade mark and 10 votes for re-use features—11 if you add to that a mention of "convenience."

Paper labels don't stand much chance in connection with petroleum products. This isn't strange, due to their nature. Only 3 use paper labels and one specified "on large sizes only," whereas 26 use designs lithographed on metal. Seven use plain packages especially in the larger sizes; two employ stencil design or identity features applied with spray guns. Two use decalcomanias. Two more indicate a variety of methods.

The last question brought home the bacon in the form of suggestions: 1. to effect economies in packaging, 2. to accomplish simplification or standardization, 3. to increase consumer acceptance. The report of these suggestions under their respective topics is as follows:

#### To Economize:

1. Eliminate premium packages or containers.
2. Do more development work on fibre container.
3. Use black iron more in (Continued on page 108)

### SHIPPING CONTAINERS MOST COMMONLY USED BY THE OIL AND GREASE INDUSTRY

Sizes	Times Mentioned	Units per Container									Mat'l's Used Corrug. or Fibre	Wood	
		1	4	6	10	12	24	36	48	More			
2 oz.	1									144	15	9	4
4 oz.	1												
1 lb.	22										144		
2 lb.	2												
3 lb.	3												
5 lb.	23												
10 lb.	19		2	5	13	2	9						
25 lb.	8		7										
40 lb.													
Don't Use	1		1 (?)										

**B**iggest developments in defense activities are (1) tightening up of governmental organization lines to effectuate procedure under priorities; (2) preventive or punitive measures against violators of priority regulations and (3) formulation of plans to relieve the distress of small businesses that are facing problems which daily appear to be getting more acute.

#### Paper and Pulp Committees

OPM's Paper and Pulp Section announces formulation of 15 committees representing users of paper products of especial interest to packagers. These committees are: Medicinal Products, Soap, Cosmetics and Personal Accessories—Roy Peet, Colgate Palmolive Peet Co.; Walton Lynch, National Folding Box Co. Bottled Beverages—Customer member to be announced later; R. L. Snideman, American Coating Mills. Retailers' Boxes—H. Nordberg, Marshall Field & Co.; Wm. Newman, Gardner-Richardson Co. Candy & Confectionery—Customer member to be announced later; R. S. Harris, Fort Orange Paper Co. Meat & Dairy Products—James Clark, Swift & Co.; Paul Walker, Morris Paper Mills. Cereal, etc.—Douglas Kirk, Quaker Oats Co.; L. G. Fell, Michigan Carton Co. Crackers & Baked Goods—Charles Montgomery, National Biscuit Co.; R. R. Richardson, Chicago Carton Co. Frozen & Miscellaneous Foods—Nelson Williams, General Foods, Inc.; Wray Callaghan, Robert Gair Co. Hardware, Appliance & Automotive Supplies—A. E. Buelow, Lamson & Sessions Co.; J. P. Thomas, U. S. Printing & Lithograph Co. Textiles & Apparel—Clinton Royce, Carson Pirie Scott (Whlsle. Div.); Allyn B. McIntire, Pepperell Mfg. Co.; E. J. Bonville, Robertson Folding Paper Box Co. Sporting Goods & Toys—Lee Harrington, Wilson Sporting Goods Co.; M. G. Fessenden, Ace Carton Co. Tobacco & Related Products—Customer member to be announced later; Walton Lynch, National Folding Box Co. Rubber Goods—S. P. Edgerton, U. S. Rubber Co.; F. S. Wakeman, Ohio Boxboard Co.

The National Paper Box Mfrs. Assn., representing makers of set-up boxes, announces the appointment by OPM's N. A. McKenna of their committee consisting of the following: John H. Paterson, Chairman, F. N. Burt Co., Inc.; Walter P. Miller, Jr., Walter P. Miller Co., Inc.; Allen K. Schleicher, F. J. Schleicher Paper Box Co.; Adolph Dorfman, A. Dorfman Co.,

Inc.; Gideon R. Kreider, Jr., Lebanon Paper Box Co., Inc.; A. M. Bond, Consolidated Paper Box Co.; Andrew G. Burry, Wayne Paper Box & Printing Corp.; J. W. Scully, Puget Sound Paper Box Co.; Charles A. Allen, Sprowles & Allen, Inc.; Fred R. ZurSchmiede, Kentucky Paper Box Co., Inc.

#### More Stringent Limitations

OPM's Division of Priorities has been obliged to get tough. In mid-October, Priorities Director Donald M. Nelson shut off all aluminum operations of a Chicago company except for using up of inventories for defense orders on its books as of October 1. This suspension order, which runs until March 31, 1942, is the first direct punitive action against a violator. It charges diversion from vital defense production of much needed aluminum and that the company in question "committed these violations despite full knowledge on its part of the requirements of these orders."

"Basic philosophy behind the priorities system seems not yet fully understood even by governmental representatives," said Mr. Nelson, October 14, before the New York Sales Executives Club. Citing the case of a congressman who complained that the "priorities system is raising hell with business," he pointed out that shortages constituted the real difficulty which the priorities system tries to alleviate. Unprecedented demands for material and supplies of every kind simply make it impossible to fill normal wants and satisfy defense requirements. Inevitable results: shortages and curtailments. He instanced steel and copper. Steel productive capacity is 86,000,000 tons with a possible increase to 89,000,000 by the end of 1942, whereas indications point to imperative need for 35,000,000 more tons. Copper supply available for 1942 will be 1,800,000 tons of which 1,500,000 tons will be needed for defense leaving 300,000 tons for ordinary civilian uses. Thus, shortages which are merely a matter of mathematics dictate use of priorities without which, he asked, "How would the shortage be met? By the maddest, cruelest, most destructive industrial scramble you ever heard of in your life. . . . Under such a situation, the little man would have no chance whatever. He would have neither the financial resources nor the organization to fight for a fair share. . . . Only through some system of priority control does he have the slightest chance (*Continued on page 112*)

# Plastics Limited

"It's a shame that we should have to clamp down on some of these beautiful things, but we can't help it—there's an emergency and our job is to administer the law," said A. E. Peterson of OPM about plastic packages submitted to him by Modern Packaging.

"We are more than sympathetic with the problems of industry," he continued. "We in OPM are industrialists ourselves. We are here at a sacrifice and all of us are working under conditions we would never tolerate in our own concerns. We're not career Washingtonians. Our principal desire is to hurry this thing up and get it over, so that we can get back to our regular jobs in peace-time activities."

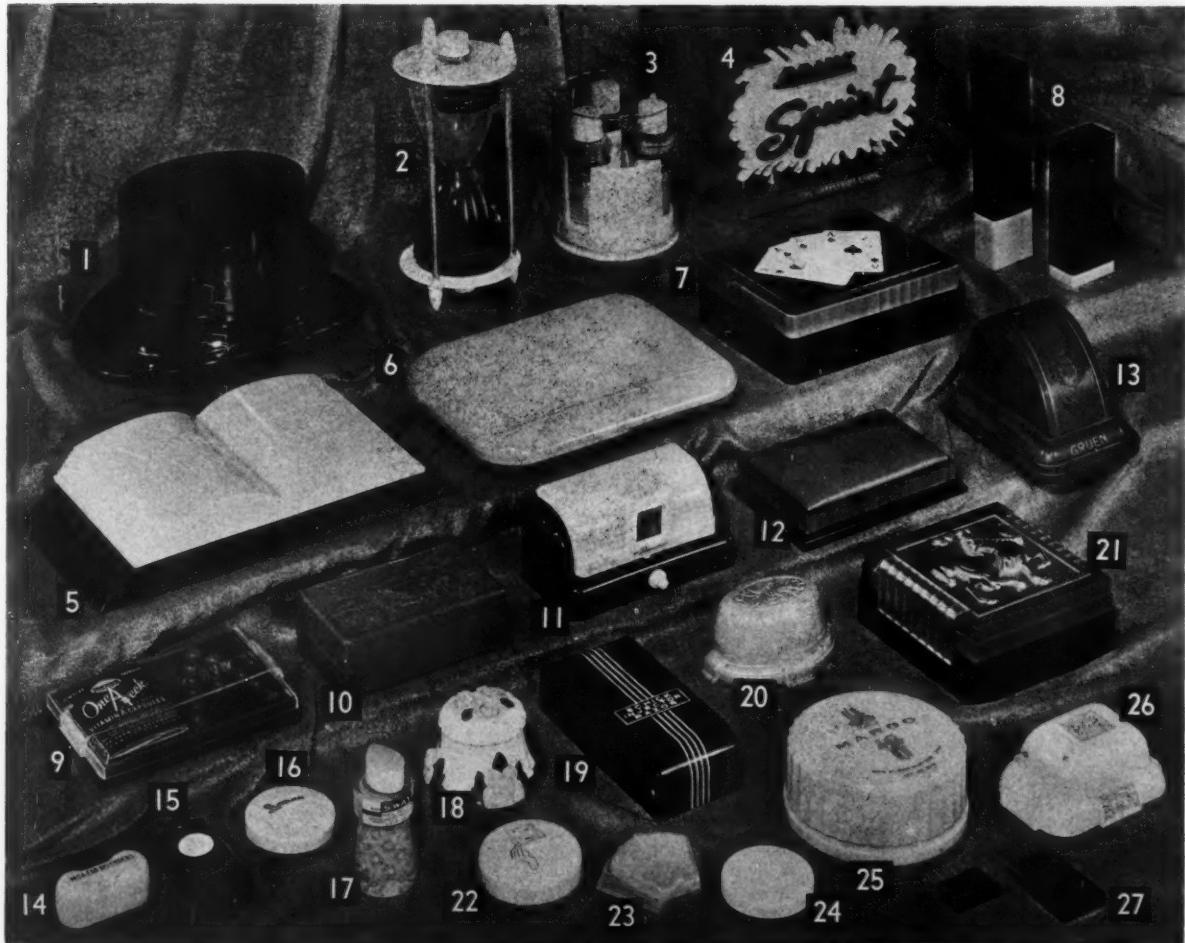
Many whose packaging programs involve the use of plastics have already felt the pinch of shortages.

Months ago, such important ingredients as phenol, urea and formaldehyde were placed on the Priorities Critical List. As far as non-defense needs were concerned, this meant the virtual stoppage of manufacture and farsighted packagers have been getting out from under by turning to other materials.

Modern Packaging has been watching these developments closely. We packed up a large collection of plastic packages and took them to Mr. Peterson in Washington. As a result of this expedition, it is possible to present detailed information, with illustrations, as a guide to the types of packages which may be permissible under present conditions.

Few of the packages taken to Washington for OPM's "Thumb up—Thumbs down" pronouncement were

A group of packages upon which A. E. Peterson of OPM commented at the request of Modern Packaging. Numbers in photograph refer to paragraphs in text giving specific pronouncements on the use of plastics in each case.





No. 28, of plastic and metal, on not-permitted list, whereas No. 29, a re-use container, could be made of other plastics. Nos. 30 and 31, doubtful. Necessary to prove special need.

strictly new. Many of them have been illustrated previously in these columns and some have been prize winners in the All-America Package Competitions. The purpose of using these products as examples was to furnish a pictorial and descriptive guide which would—by stressing principles in a purely impersonal manner—enable package planners to avoid certain forms of uses and materials that might be unobtainable now.

"Please explain," said Mr. Peterson, "that the sole purpose of OPM's order is to conserve the supply of resins, primarily for defense purposes. Ordinarily, of course, there could be no objection to such uses as these packages exemplify, but defense needs are primary now. In many instances the user can take advantage of the 'undue hardship' clause, which provides a measure of relief under some circumstances. As a matter of fact, we have granted relief to so many people under that clause that I wonder what the total amounts to!"

OPM's "undue hardship" clause reads: "Appeal. Any person affected by this Order who considers that compliance therewith would work an exceptional and unreasonable hardship upon him, may appeal to the Division of Priorities by addressing a letter to the Division of Priorities, Office of Production Management, Social Security Building, Washington, D. C., setting forth the pertinent facts and the reasons such

person considers that he is entitled to relief. The Director of Priorities may thereupon take such action as he deems appropriate."

An example will help to illustrate this. Suppose a package is made up of three or four different kinds of material, three of which are obtainable, but one on the Priorities List. If the manufacturer has an inventory of the three obtainable kinds and would suffer serious losses because of inability to obtain the fourth element, OPM would grant relief until such time as the inventories of obtainable material were used up.

Referring by number to each article in the accompanying photographs, Mr. Peterson's pronouncements are as follows:

1. Cosmetic container—would not be permitted.
2. Perfume bottle—"hour-glass" closures are short-skirted and would be approved. Plastic material used for top and bottom would not be permitted.
3. Manicure set of three bottles with long-skirted closures, set in base with rigid transparent bell-jar cover. Closures should be reduced in length. Bell-jar cover would be approved (now); base, not permitted.
4. Small counter piece—would not be permitted.
5. Nail polish container. Both pieces contain constituent elements which are on Priorities List. Would not be permitted.
6. Manicure set container. (This piece prompted the remark quoted at the beginning of this article.) Would not be permitted.
7. Belt container—would not be permitted.
8. Containers for sets of files. Attention was called to functional character—protection of high-grade tools. Answer: Not sufficiently functional to warrant using this particular material. Would not be permitted.
9. Transparent container for medical product—would not be permitted.
10. Ornate jewelry box. Would not be permitted.
11. Container for three bottles of perfume simulating appearance of radio. Would not be permitted. (Many of the packages submitted would be classified as decorative, OPM's definition of this term being "using more of the material than would be required for strictly utilitarian purposes.")
12. Gift box for sleeve button set—not permitted.
13. Gift and display container for watch—would not be permitted.
14. Plastic container for ear protection device—would not be permitted.
15. Case for mascara crayon—not permitted.
16. Powder puff case—would not be permitted.
17. Nail polish bottle, plastic top with movable color matching device. Attention was called to fact that this was one of a set of different colors with definite functional value for women. Answer: "Sorry, but we would have to class this as something the girls would have to do without for now." Would not be permitted.
18. Cosmetic container. Probably approved only if exceptional supply of material available.
19. Safety razor container. Even though high in utility value, this probably would not be permitted.

20. Jewelry container. Definitely not indispensable. Would not be permitted.

21. Belt case with metal top and plastic base. Would not be permitted. (This was one example of several packages which prompted the comment that relief would be granted in order to use up supplies of materials on hand, but "as soon as need for relief is no longer present, the relief ceases.")

22. Rouge container—would not be permitted.

23. Decorative jewelry case—not permitted.

24. Rouge box—would not be permitted.

25. Face powder container—not permitted.

26. Same as No. 20.

27. Containers for sets of dental burs. Attention was called to necessity of protecting very delicate instruments used in oral surgery. Answer: "Not sufficiently functional to warrant granting relief for use of this material."

28. Decorative dusting powder box. Plastic cover and ornamentation with tin base. Could not possibly be permitted, unless "undue hardship" could be claimed.

29. Re-use container for eau de cologne bottle. This specific case came up and temporary relief was granted on basis of "undue hardship," but petitioner was advised to obtain other material, with information to the effect that polystyrene could be used.

30. Shaving soap container. Attention was directed to the fact that this container has convenience value for men and that although there is an aluminum ring between top and bottom, it displaces use of all-

metal container. Answer: "They would be advised to use other materials for the present, although if amounts involved were not too great, might be granted relief."

31. Nasal inhalant. Attention was directed to utility feature. Also minimum use of material and packaging. Answer: If it could be established that the chemicals in the product are such that they require that particular plastic, then relief might be granted.

32. Skin cream jar of two plastic materials. Closure would be approved. Base would not be permitted. (The manufacturer of this product informs Modern Packaging that the materials have turned out to be unavailable; they have already devised substitutes.)

33. Lotion bottle with plastic closure. This closure has a long skirt. Would not be permitted. This particular package prompted the comment that package users should remember that the intent of OPM's order is to use as little as possible of various materials. So far some relief has been given in certain cases by permission to use up inventories.

34. Filter container made of two types of plastics. Top not being shortage material would probably be okayed, but base would not be permitted.

35. Applicator closure for glass cleaning solution. Would be definitely classed as a utility and functional closure for a product possibly necessitating plastic instead of metal. Use of the plastic would be approved.

36. Container for syrup. Pitcher with dripless closure. For a food product with utilitarian functional features—would be approved.

These are on doubtful list; other materials should be sought.



# GRADE LABELING—Will it work?

## CANNER

HAPPER PAYNE  
National Canners Assn.



law empowers this agency to issue. Canned foods shipped in Interstate Commerce must be wholesome, unadulterated and accurately labeled.

Further, unless prominently labeled "Below Standard in Quality," they must meet rigid quality standards. These standards are issued by the Food and Drug Administration and are based on the principle of using only raw products which would be acceptable to the housewife in the fresh market, supplemented by preparation practice which she would further consider good, i.e., coring, peeling, trimming occasional defects, freedom from extraneous material, etc. Above this base line of quality, there is ample room for the canner or distributor to create individuality and for the consumer to exercise the privilege of selection to suit her own particular likes.

But fundamentally, all canned foods are wholesome and, generally speaking, the nutritional value of the different brands of each kind of canned food is substantially the same, except for the varying degrees of syrup used with some fruits. The label on the can serves to guide the purchaser to a product that fits her own preference in traits that appeal to her senses of sight, smell and taste, within the limits of her budget.

There are two kinds of value in any consumer commodity—service value and personal gratification value.

In blankets the service values are warmth and wear. Personal gratification values are color, details of finish, softness, etc. In fabrics, the service values are durability, warmth (in some types), fastness of color, percentage of shrinkage, cleansibility, etc. The personal gratification factors are color, pattern, feel, among others. The labeling of such (*Continued on page 96*)

## WHOLESALE

PERCY R. ISEMAN  
Seeman Bros., Inc.



Several things make the labeling of canned foods an entirely different matter from the labeling of any other consumer commodity.

In the first place, we have the Federal Food, Drug and Cosmetic Act and the Regulations of the Food and Drug Administration which the

questions, opinion as to the merits and practicability of either system is divided and it is, of course, every packer's and distributor's privilege to decide for himself as to just what supplementary data he wishes to put on his label, provided he first includes the mandatory requirements of the Federal Food and Drug Act in the form that the law prescribes.

This freedom of choice, however, while true in theory will, before long, disappear in practice for, living as we do under a competitive economy, that system of labeling which serves the consumer best will, in the end, prevail and sellers must either conform with the public's choice or lose their markets. Hence, this question will not be decided in any debate or public forum, but will be resolved by the American housewife who will decide out of her own experience as to which type of labeling best suits her needs.

Before discussing the main question, a common misunderstanding should be clarified. Much confusion exists as to the meaning of "Continuous Government Inspection." This is a service offered by the Agricultural Marketing Service (to the extent its facilities are available) to canners who are willing to pay the inspection costs and comply with the department's regulations as to sanitation, plant housekeeping and general plant practices. It provides for a government inspector on the premises continuously during the packing season to insure all regulations being observed. This inspection service does not of itself mean grading and the issues of the main question are not influenced one iota by "inspection," as products labeled under either system of labeling can and sometimes do bear the shield embossed in the top (*Continued on page 98*)

*Despite differences of opinion on this moot question, a "decent respect" for the opinions of the opposition is evident on both sides. Modern Packaging is pleased to open its columns for a symposium on this issue and presents the views of four outstanding leaders interested in the canned foods industry.*

## CHAIN RETAILER

LANSING P. SHIELD  
The Grand Union Co.



mindful of the obvious fact that grade labeling has excellent sales promotion value, but long experience has taught them that any promotional idea must have a sound basis if it is to last any time or perform any service.

Because food retailers are closer to their customers they are sensitive to their desires. Consequently when consumer organizations began to manifest interest in this subject, the food chains listened carefully to what they had to say. Personally, I have been greatly impressed with the intelligent and thorough manner with which these consumer leaders tackle the problems before them. I have been impressed also with their give-and-take attitude—their willingness to see the other side. At the same time, they are in dead earnest; they have definite objectives and they intend to reach them. Their long-range objective is higher standards all around in retail merchandising. Their immediate objective is a thorough try-out of informative and grade labeling.

To anyone who has contacts with customers, one thing is transparently clear—they want to know what they are buying. They believe that the cat-in-the-bag method of using the retailer's price tag as a measure of quality puts the buyer at an unnecessary and unfair disadvantage. They don't have to buy their automobiles that way—they know exactly what they are getting because the manufacturers give them full information in advance. And yet day in and day out we are asking our customers to buy merchandise about which they know very little in reality. The advertising tells them that success depends on the use of a certain kind of soap, that a dazzling smile results from a certain tooth powder, that a (Continued on page 100)

## CONSUMER

HARRIET HOWE  
American Home Economics Assn.



How to reduce the cost of distribution without sacrificing legitimate returns on invested capital and decent wages for labor is a burning question. In considering it, many thoughtful people point to the costs which result from the illiteracy of the consumer and her lack of awareness or indifference to her responsibilities as a buyer.

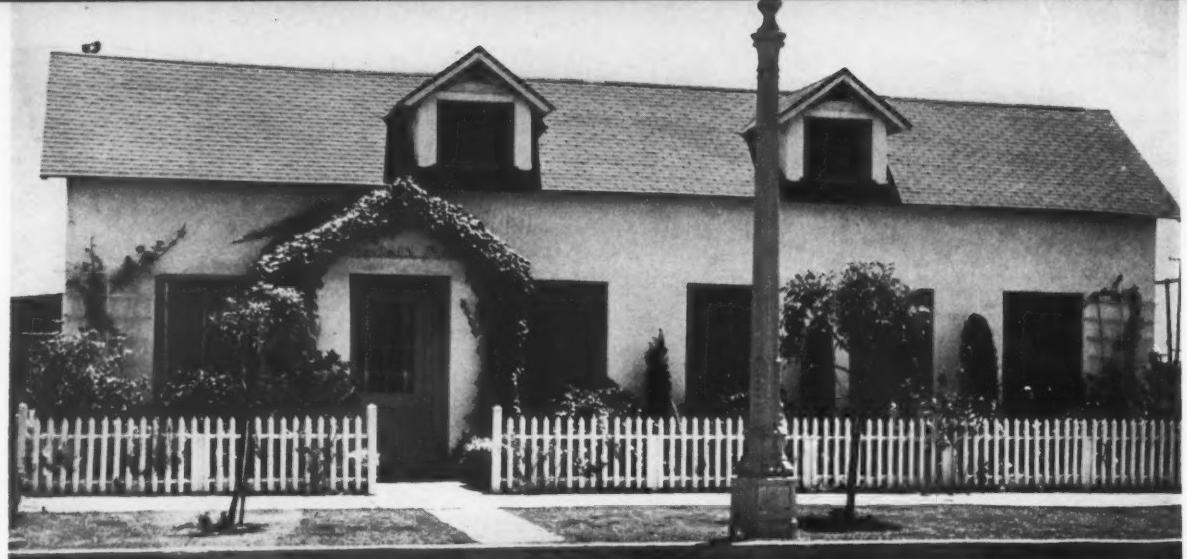
A competitive system such as ours depends for its balance upon shrewd buyers as well as shrewd sellers. In the long run, it is to the advantage of the makers and distributors of good products to have consumers trained in buymanship and able to make wise selections and to have all products in fair competition through easy identification and comparison of their most important characteristics.

The canning industry was one of the first to recognize this principle. It saw the unfair competition which resulted when the pack of canners who took pride in the quality of their goods had to compete with canned goods of unidentified low quality.

In consequence, the industry sponsored and secured the passage in 1930 of the McNary-Mapes Amendment to the Food and Drug Act of 1906, which provided for the establishment of minimum standards of quality for canned foods. The soundness of this action has never been questioned.

Canners were also largely responsible for the U. S. Warehouse Act of 1926, under which grades for canned goods were established as a basis for bank loans; later for A. M. S. standards for commercial transactions apart from those covered by this Act. That these grades have been considered a satisfactory basis for transactions at wholesale is evident from the fact that their validity for commercial transactions has never been challenged in the courts. It can, therefore, be assumed that their basis was reasonably sound.

Home economists, who are concerned with family welfare, have long worked with business in an effort to increase the use of informa- (Continued on page 102)



Elizabeth Moté's beautiful, modern plant is the outgrowth of a depression experiment in her own kitchen.

## Hollywood Success Story

Candied fruit and marmalade in a real sombrero, honey in glass teapots, preserved fruits in a crackleware pottery tray—this is the kind of gift packaging being done in Hollywood by Elizabeth Moté.

This enterprising person has built up a marmalade and preserved fruit business of national proportions from a depression experiment in her own kitchen. Today she is not only a leader in the making of especially fine preserves, but also gift packaging of these products.

Like many others, Elizabeth Moté and her husband were hit by the hard times of the early thirties. For many months they racked their brains for ideas which would help to augment the family finances.

Miss Moté comes from an English family. In her possession was a recipe for English marmalade. She

had made this marmalade many times. Her friends were ecstatic about it. Suddenly, she thought, "Perhaps I could make this and sell it." She took a batch, all neatly packed in glass, into Bullock's in Los Angeles one day. She came out with a 100-dollar order.

She went home and filled the order in her own kitchen. Friends and neighbors came in to help.

"Canning marmalade for your own home use is one thing," she said, "but packing a 100-dollar order in your own kitchen and making it look well enough to sell to a department store is another."

However, she got it done. It looked nice and it tasted mighty good, too—because it wasn't long before she had another order from Bullock's. She tackled other outlets. She got her product introduced in large

restaurant chains, railroads and in hotels. It is now always on the menu of Fred Harvey restaurants.

As business grew, Miss Moté had to have larger quarters than a home kitchen. Today her business is housed in the charming factory pictured here which she has built especially for her requirements. Here the preserving and canning are done on a larger scale but not so large she can't watch them as she did in her own kitchen. In fact, everything is made in 8-qt. kettles.

Equipment is all of the most modern type, but practically all operations are manual. Heating units, work tables, labeling operations and packaging have all been arranged with thought to efficiency of handling.

Her line today includes, in addition to English type marmalades and preserves, kumquats, preserved and stuffed with almonds, preserved spiced figs, cocktail cherries in brandy, plain and stuffed with almonds, preserved and spiced watermelon and candied fruits.

The packaging, too, is all done by hand to keep it individualistic. Because her products come in the specialty class, Miss Moté has taken every opportunity to present such merchandise in containers that will increase its demand in the food gift field. Most of her gift package containers have definite re-use appeal. She is constantly on the look-out for unusual packaging materials. Recently she made a trip East, looking everywhere for unusual items in which she can put her preserves and candied fruits. She has made a wide use of glass, pottery and baskets. All are arranged with orange blossoms or other floral decorations.

"Our gift packaging is sold on counters where the appearance of the package means everything," said Miss Moté. "It must not only be beautiful, but it must constantly be interesting, new and distinctive."

*Credit: Glass containers by Hazel-Atlas Glass Co. and Glass Containers, Inc. Closures by Western Stopper Co., Inc. Pottery containers by American Ceramics. Boxes by Advance Paper Box Co.*

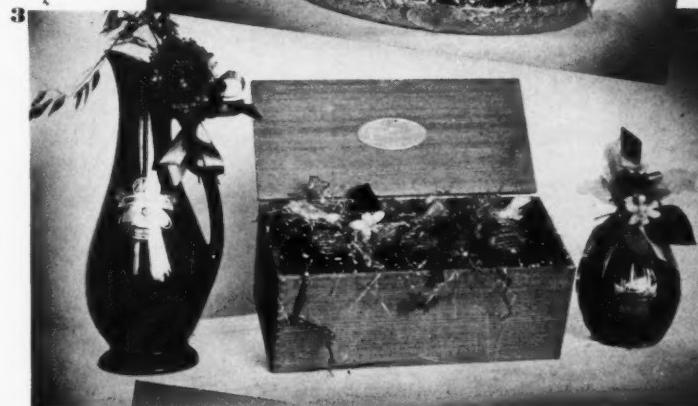
1. Heat resistant glass teapots filled with honey.
2. La Mirada pottery tray packed with preserved fruits.
3. Pottery jugs filled with honey come in lush colors. Redwood chest holds marmalade jars, has California scene on lid.
4. Sombrero contains pottery rose bowl filled with honey, also preserves and candied fruits.
5. Glass jars reveal color and texture of the fruit.



2



3



4



5

# So You're Going To Use POTTERY



**2** If there is any one type of man-made object in the world that has withstood the test of all time, has been used by man of all ages and in all countries—that material thing is a piece of pottery.

Before the dawn of history man discovered that a piece of clay, shaped and hardened by fire, would make an excellent vessel for carrying grains, fruits and water. A thousand years ago the Chinese developed an art of making porcelain which has scarcely been equalled to the present day. The ancient Greeks made pottery vases that are still cited and copied as examples of perfection in form and contour.

The remarkable thing about all this is that today's pottery packages are not so different in shape from the containers used throughout the centuries. For example, the Coty package illustrated is a copy of the famous Grecian amphora. The liquor jugs are not unlike old wine jugs used in Europe before the Middle Ages. The McKelvy jugs are similar to those found in

**1.** Kaukauna Cheese jar has press-clamp closure. **2.** Antique shapes for Ramirez liqueurs. **3.** Small lidded jars for cheeses make attractive gift combination for Vendome Table Delicacies, Inc. **4.** Schrafft's gay-colored cooky jar. **5.** This unusual "handle-over-top" container for orange blossom honey is used by Tampa Bay Products Co. and is a most successful design.



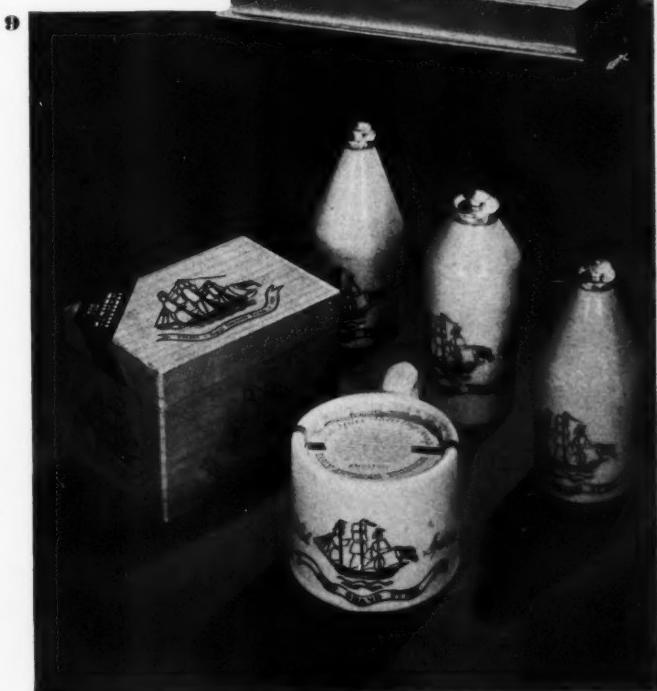
6



7



8



9

the tombs of the Pharaohs. The Cresca jars are patterned after food jars found in early American homes. The forms of the Vendome cheese jars are made like old French soup pots with covers.

This similarity between old and new is not strange. The revival of interest in pottery during the past few years has been largely in the luxury goods field, for packaging where attractiveness of the package and reuse features of the container are of greater consideration than such features as cost, shipping weight and indestructibility. In their search for something out of the ordinary, package designers have taken renewed interest in the beauty of an old pottery vase, the quaint crudeness of an earthenware jar, the delicacy of a porcelain flacon. Such objects adapted for modern packaging have unusual eye-appeal in fancy gift lines. Modern factory methods of making pottery in this country have increased production and made available containers with protective features suitable for packaging.

Modern pottery is adaptable for the packaging of a long list of foods, condiments, spices, cosmetics, liquor and wines, chemicals and drugs. In the classification of utility packages, large pottery crocks are used extensively by the dairy industry for the shipment of cottage cheese and butter in bulk. Pottery is an essential for certain chemicals. Many of these chemical containers look like the old-fashioned jugs used for vinegar and cider. Mercury and iodine resublimed, for example, have been packed in earthenware containers for years. Such chemicals require containers which are resistant to all elements in their composition. This often eliminates the use of containers made from other materials.

Shortages and priorities on packaging materials also put pottery in the limelight today. In England and in

6. Pirate's Punch is the appropriate name for a honey syrup used in mixing drinks packed by Tampa Bay Products Co. in this pottery jar.
7. Beautiful porcelain flacons with plastic horse-head closures used by Courtney, Ltd., for their new line of women's toiletries.
8. L'orlé's famous pottery container for men's toiletries.
9. Shulton men toiletries started in pottery.



10



11



12



13

Europe, many packagers are using pottery as a substitute. English potters have made an acid-proof chemical stoneware which is being pushed in place of metal. Many packagers in this country have given thought to pottery as a substitute. It can be used, yes, but not without certain limitations. In the first place, for some purposes it is more costly. Like glass and metal containers, certain factors in its manufacture are restricted. Many chemicals are necessary for the body of the clay and for the glazes. These are required for color and protective features. Many of such chemicals are on priority lists. Many of the companies capable of catering to a mass market for pottery are also working on defense orders which require earthenware, stoneware and porcelain. This naturally cuts down civilian orders and causes delays in deliveries.

For those who contemplate the use of pottery containers, a clear understanding of the terminology of this medium and a few pointers about the technique of manufacture may be helpful.

The word "pottery" is derived from the French *poterie* and includes all objects made from clay. The terms earthenware and stoneware are used almost interchangeably for various processed forms of pottery.

10. McKelvy's Seaforth men's toiletries are in jugs patterned after pottery found in the tombs of the Pharaohs. 11. Cresco turned to Early American pottery design for its successful food containers. 12. Coty put eau de cologne in a container shaped like a famous Grecian vase. 13. Lucretia Vanderbilt, Inc. features re-use appeal of pottery in this display. 14, 15, 16. These Chas. Pfizer & Co. Inc. jars illustrate important use of pottery for packing chemicals. Such containers must be resistant to contents.

The term porcelain should be applied only to well-marked varieties of pottery which are obtained by certain treatment of the clay mixed with chemical properties which give to them a translucent quality. Porcelain was brought to Europe from China. It was first made in Europe by the alchemists of the Middle Ages, who after years of trial developed a composition similar to that which came from China, although for years they barked up a wrong tree by assuming that Chinese porcelain gained its translucent qualities because of a mixture of clay with glass. Ceramics is derived from the Greek word, *keramos*, meaning potter's clay, and is the general term applied to the study of the art of pottery.

The color of a pottery container is dependent, first, on the locality from which the clay is derived; second, on the composition of the body; third, on the method of firing. The quantity of iron in the clay, for example, definitely affects the color. Good clays are found in too many parts of the United States to be mentioned and American pottery and porcelain today are among the finest in the world. Glazes and slip clays are used to provide the containers with added protection as well as decoration. Varnishes and lacquers are used for further decorative treatment. Color possibilities are limited by the temperature at which the color needs to be fired. The ancient Chinese, for example, made wide use of cobalt, the only substance known to them which would stand the high temperature needed to melt their glazes. Certain brilliant colors cannot be maintained in pottery that is fired at high temperatures. Such firing, however, is often necessary to give the pots the required vitreous protection for certain kinds of packaging. This is an important point to consider when selecting a pottery container. If your product must be

moisture-proof, you may not be able to use the brilliant colored pots which serve in instances where a high degree of protection is not required. Fired pots without glaze or with very little glaze are nearly always porous and sweat. That is the reason why cheeses are particularly well suited for packaging in this type of pottery. They age better in a pottery container. Many unusual color and decorative effects are obtained only by a series of firings. These additional firings, of course, add to the cost of a container.

Closures for pottery containers include pottery lids, sealed on with various types of adhesive tapes, patented press-clamp lids, like the Kaukauna cheese jar, corks, combination cork and plastic, cork and wood, cork and metal, etc. Over-seals of viscose have been used most satisfactorily for these modern packages and are available in a wide variety of color effects.

The main feature of pottery for consumer packaging is its lasting appeal. If well modeled and designed, it is rarely thrown away because it has so many secondary uses. It helps to sell the product and reimburses the packer many times for its extra expense.

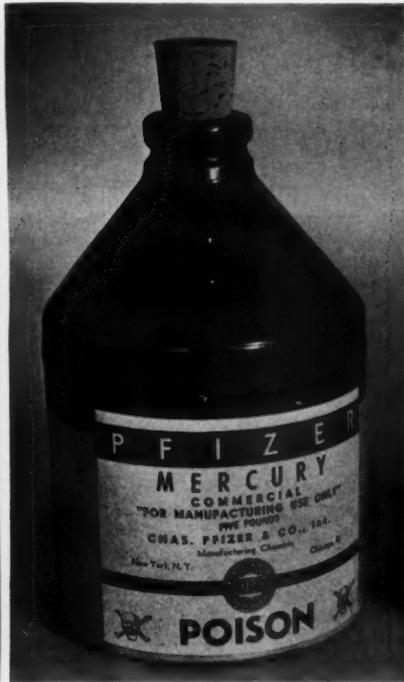
The modern pottery factory is equipped to figure on each packer's problem to determine costs, colors, shapes, design and economical manufacture. If you are interested in using pottery, you would do well to put your proposition clearly before a good pottery maker. If it can be profitably adopted to pottery he will tell you so and do his best to develop a container for your needs.

*Acknowledgments to the Robinson Clay Products Co., Western Stoneware Co., A. E. Hull Pottery Co., Purinton Pottery Co., The Floramics Co., Zanesville Stoneware Co. and the Na-Mac Co.—also to the many users of pottery containers for supplying information and illustrations for this article.*

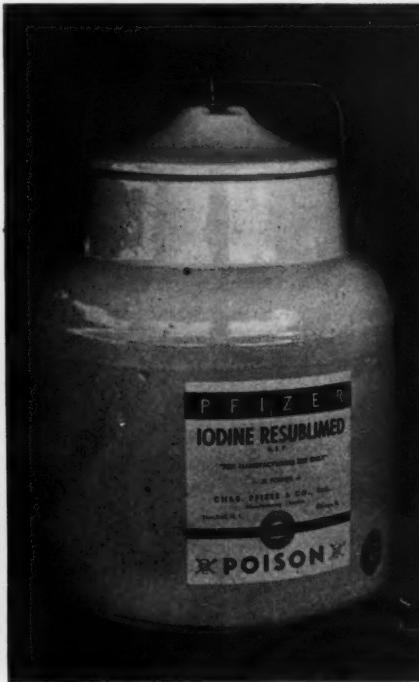
14



15



16





## Brush Can

The public knows what it wants is an old adage, but it is still applicable in many cases. At any rate, the painting public knew it wanted a can that eliminated messiness and would save brush bristles. Devoe & Raynolds Co., Inc., had the brush keeper cans designed and produced as a give-away with large orders as a sort of good-will gift. But people saw them in the stores, liked them and demanded them. The company was forced to place the cans on sale.

The can solves one of the painter's knotty problems. It has a removable lid which in turn has an aperture sufficiently large to allow the insertion of a brush handle. A rubber lip covers this hole and not only keeps the can air tight, but prevents the too rapid evaporation of the solvent, and also holds the brush in suspension. This keeps the bristles from bending and thus adds to the life of the brush. With these cans blobs of paint can't collect around the edges of the can to make painting messy work. And the problem of what to do with the brush once a job is finished is solved. It is ready to use any time without fuss.

*Credit: Made by American Can Co.*



## Prune Tricks

Another food product becomes a Cinderella and changes her usual drab dress for shiny new ones. Consumers Food Products pack their ready-to-eat prunes in a window carton and seal-wrap the entire package in cellophane. Because the shopper can see the product through the window, copy on the carton face is kept at a minimum. Brand, quality, weight and firm identification are on the front. Recipes, cooking time, etc., and information as to the company's special process are on side and back panels.

A box that is attractive enough to keep on a table in the living room for members of the family and guests who like to munch is the round one of rigid transparent sheeting. This kind of packaging gives the housewife a fresh viewpoint about prunes.

Samples of these prunes are sent out in small cellophane bags, two prunes to a bag. The bags have clear squares to give the effect of windows.

*Credit: Cartons by Chas. J. Schmitt Co. Round box by Transparent Specialties Corp. Sample bags by The Dobeckmun Co. Transparent sheeting by Celluloid Corp.*

## *Clean Seal*

A new feature for use in the dairy industry came as the result of a demand by various health departments for a tamper-proof seal and a clean, protected pouring edge for milk and cream containers. Muller Dairies use this fabricated paper container embodying these features. The pouring edge is internally sealed at the time of manufacture and thoroughly impregnated with paraffin wax by a special process. The pouring or drinking edge is not exposed to the air until the individual user breaks the seal. The edge or lip, which runs around the entire rim of the cup, is thus free from dirt and remains clean. Whenever tamper-proof protection is required by any health department, it is made available to the dairy at no extra cost except for a simple sealing tool which may be purchased or rented.

The photograph shows the container filled with sour cream, but uncapped; the cup capped and sealed; the breaking of the seal, and with the cover removed and ready for use. The lid may be replaced for satisfactory home protection of any unused balance.

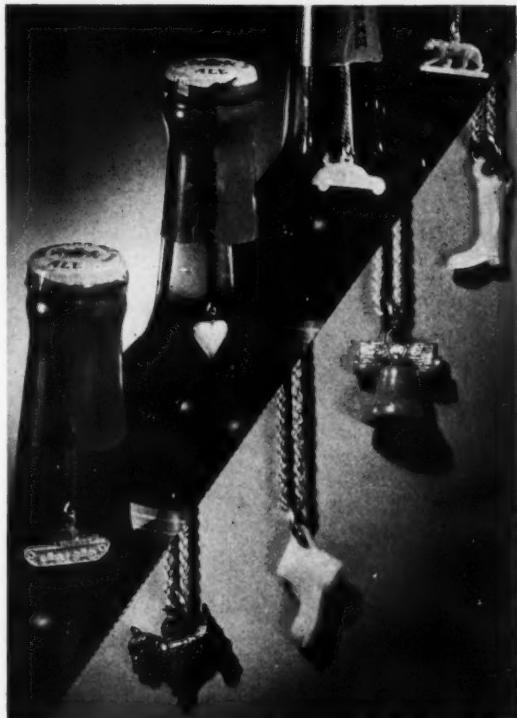
*Credit: Container by Mono Service Co.*



## *Charms On Ale*

Canadian Ace ale, brewed and bottled by Manhattan Brewing Co. of Chicago, is enjoying "wildfire" sales according to a company spokesman. The spark is plastic charms made in 52 designs and many attractive colors. These charms are supplied with colored cords running through metal rings. Charms which have a "good luck" and novelty appeal are attached to each bottle of ale. They are applied under viscose closures and act as opening devices on the secondary closures. After the bottle is opened, the charm can be re-used by the customer in a number of interesting ways. Trinkets such as these have always been popular with the public and their unusual application in this instance sets apart the product with which they are used. They encourage repeat sales particularly among families with youngsters who are eager to collect turtles, squirrels, clowns, watering pots and all the other amusing designs. Charms are used on each of the four sizes of bottled ale produced by the brewer with enthusiastic customer acceptance, according to the manufacturer.

*Credit: Charms by Samuel Eppy Co.*





Above. Wide variety of sizes which the Carolyn Laundry has adapted to a new family design. The effect is that of a blue ribbon tied around a white box. Below. Two types of automatic folding boxes are used: the nolox box (left), used in one- and two-piece construction—and a scissors lock top and bottom (right). All the boxes are shipped flat and are easily set up. These new boxes are a constant advertising promotion and have actually increased business.



# Boxes Sell Laundry Service

It's the men who kick when a shirt comes back from the laundry with creases in the wrong place. But it's the women who decide what laundries are good and where they will send the family wash.

Packaging is a paramount factor in those decisions, because the way the laundry is packed has a very important bearing on the condition in which it is returned to the customer.

Just as important, too, is the appearance of the laundry boxes and wrappings, because a memorable trade identification and family tie-up for the packages from a favorite laundry are a constant reminder of the kind of work that laundry does.

A company that has made history in the use of its package for promoting trade identity is the Carolyn Laundry which serves greater New York.

At the beginning of 1941, this company was packing its laundry well, but was using a conglomeration of different types of boxes, bags, wrapping paper. Each packaging item was good in itself, but it had no relation to the others.

An enterprising management decided that because of this lack of standardization it was missing a very important promotional opportunity and they set out to change this situation.

The result is the smart, well-designed family of packages shown on these pages.

First step was a conference with suppliers. Many ideas were considered for a basic design. Final selection was made on the basis of a vote cast by members of the firm. The design selected represents a ribbon around the boxes and tied in a bow. This is printed in blue on an all white box. It was felt that this design, because of its dainty, tailored effect, would be particu-

larly attractive to women. The only copy is the company's name, "Carolyn Laundry," and the telephone numbers of the company's main offices in the various boroughs. This basic design has been adopted for every box, every bag, every envelope the company uses. It appears on sealing tape used around the packages which are not boxed. It is also used on the laundry lists and on the company's stationery. (*Continued on page 106*)



Right above. One of the old boxes used before the new family design was adopted. The new design and the way it has been modified for use on sealing tape. Right center. Old stationery and the new which carries the same design as the packages. Below. The magnus opus of the whole promotion—company trucks made to look like giant packages. Drivers wear gray blue uniforms with white shirts and blue bow ties to match the boxes.





## Born in Lisbon and

These packages are luxury leaders today in the Portuguese capital. Into them go all manner of merchandise. They differ from many similar containers made from transparent materials in that they have inner linings of colored papers which make possible many unusual design effects and in some cases give the semblance of leather. Open, their transparent pockets offer excellent counter display facilities.



# Destined for an International Career

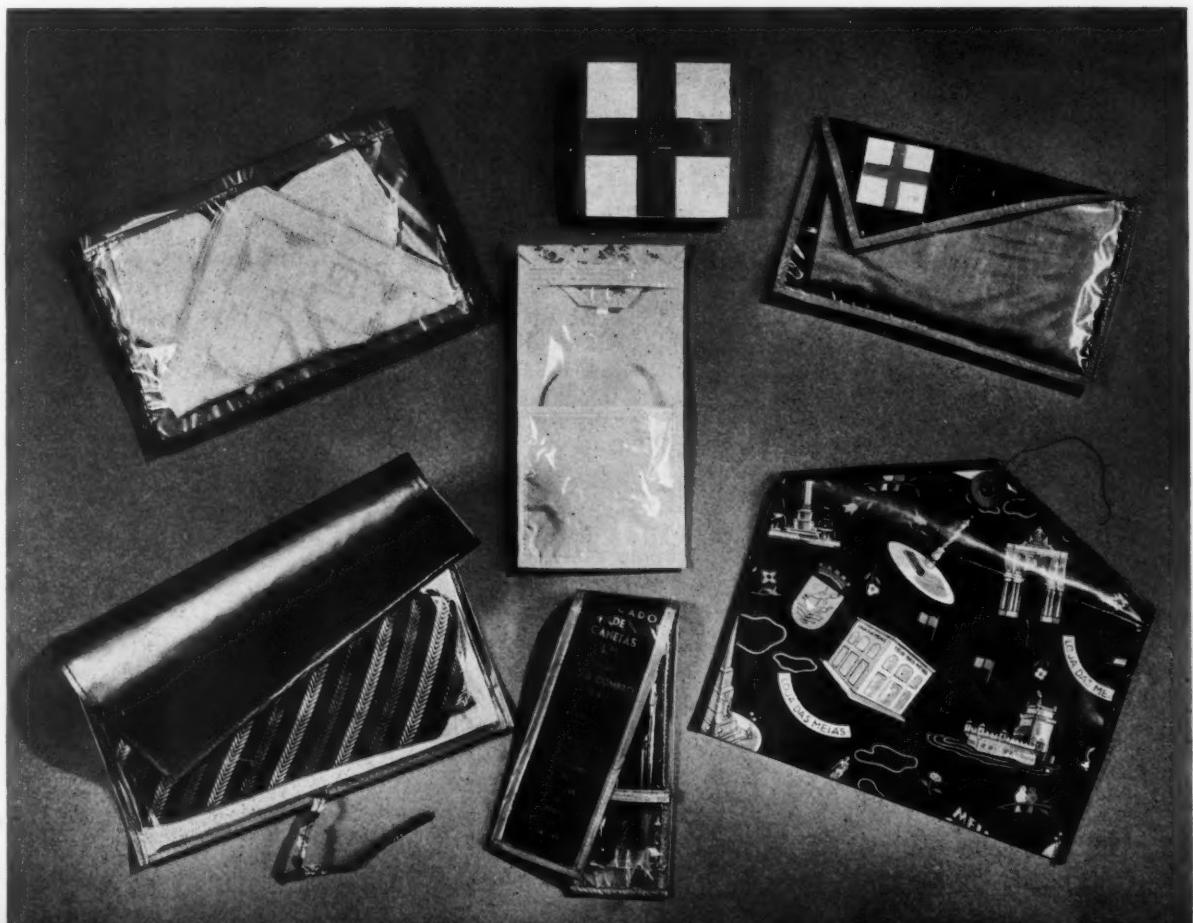
In neutral Lisbon, where British and Nazi planes roar down the same runways, where spies of all nations have rendezvous and where a stream of humanity seeks refuge on its way to freedom—business goes on in an unusual way—business the like of which this city has not seen in centuries.

In the midst of such a fantastic and historic situation, the packages on these pages came into being—nourished by the shortages of paper pulp for boxes, leather and other materials. In the luxury packaging field in Lisbon, these containers are all over town. They are being used by leading department stores and specialty shops for hosiery, lingerie, powder puffs, gloves, handkerchiefs, shirts, cravats, fountain pens, billfolds, passport covers, premiums and goodness knows what. Similar packages already have started their international career in the United States.

These Portuguese packages are made from a transparent sheeting—but they differ from those unpopular usage in America in that they are faced with colored papers which make possible many decorative effects and also give the semblance of shiny patent leather. Open, they reveal transparent pockets which provide all the display qualities of similar transparent envelope packages in this country. Closed, they offer much

greater opportunity for product and brand identification. Note, for example, the envelope in the lower right hand corner below for *Loja Das Meias* (stocking store). The store's special decorative wrapping paper has been used as the inner slip sheet. Because the packages are made from a rubber derivative, they can be machine stitched together to make them sturdy and convenient for re-use. These re-use possibilities are excellent. A bag for knitting yarn, for example, has a hole in the bottom through which yarn may be drawn. The knitter may thus use the bag indefinitely to keep her yarn from becoming tangled or soiled. The envelopes for hosiery, gloves, shirts, lingerie, etc., make excellent cases to keep such articles fresh and unwrinkled in an over-night case. Powder-puff containers are convenient for the purse. Envelopes for handkerchiefs can be re-used in place of leather or leatherette cases for passports, licenses, etc. The small packets make excellent premium items. Hotels use them as souvenir gifts to their guests. One big store gave away these small cases to its customers in commemoration of its fiftieth anniversary. A cleaning powder manufacturer gave away a similar fold.

*Credit: Made by Hermann Jacobsohn. Transparent film by Goodyear Portuguesa, Lda.*



## Brief Reviews of the Month's Reading

**Advertising and the Business Cycle.** By Louis C. Wagner, University of Manitoba. *The Journal of Marketing*. October, 1941. Page 124. A comparison of changes in advertising volume with those in comparable indices of business conditions. From these comparisons, Mr. Wagner draws the general conclusion that during the "thirties it was a wise policy from the short-time point of view for most companies to follow the business cycle in determining their advertising appropriation, increasing their efforts when sales were easy to obtain and decreasing their efforts when sales were difficult to obtain." The long-range point of view, however, may not have upheld the wisdom of this policy from the company's standpoint and especially from the viewpoint of society as a whole. The effects of increasing sales efforts in good times may have had the undesirable effect of stimulating the over-extension of capital structure during prosperity.

**Dehydration Looks Up; Pilot Plant Reveals New Information.** By L. V. Burton. *Food Industries*. September, 1941. Page 53. New knowledge may revive the dehydration industry and the story of the pilot plant of Dry-Pack Corp. in California, which has been successfully packing dehydrated foods, is told in some detail. By using the knowledge of quality control gained in the past ten years through quick freezing methods, the dehydrator has overcome past problems. Army tests show that many dehydrated vegetables which formerly met with little or no success, have been found entirely acceptable. Most important knowledge gained from experience in quick freezing vegetables was that about enzyme control. Formerly, enzymic deterioration in dehydrated vegetables caused their unpalatability. Institution of enzyme control preserves flavor qualities. The author sees the dehydration industry as still in the formative stage, with either of two courses open to it—it may become the department of an established canning enterprise or an independent enterprise competing for materials and markets.

**Canned Foods and the Prospective Demand.** By John A. Monroe. *Domestic Commerce*. October 2, 1941. Page 14. Any extended increases over earlier proposed buying for armed forces or lease-lend purposes will bite into over-all canned food supplies which today are about equal to prospective demand, the author states. Shorter civilian supplies of some types of canned foods will mean shifting demands to varieties which will be available in comparatively large amounts. The author also sees civilian demand diverted in part from canned foods to other lower-priced foods as retail markets feel the full effects of higher cost.

**A Bean with a Past—and a Future.** *Consumers' Guide*. October 1, 1941. Page 13. Scientists have long known the fine food value of soybeans, but now defense requirements have stimulated new research into their possibilities for use in making substitutes for vital metals and other important products. The oil is used in the making of varnishes, paints, printing inks, linoleum, etc. From soybean protein come plastics, adhesives and a fibre that can be mixed with wool for cloth. Canned green soybeans have grown in popular taste and canners of the bean in Wisconsin have become sufficiently important to form an association.

**Light and the Vitamin Content of Foods in Glass.** By Halfdan Hebo, D.Sc., F.R.N.S. *The Glass Packer*. October, 1941. Page 595. A review of scientific literature on the effect of light on vitamin content of goods in glass reveals that light itself has little practical significance as a destructive factor, according to the author. He cites numerous tests to show that visible light alone will not destroy the vitamin in pure form. Causes other than light bring about vitamin loss. Greatest loss is in vitamin C and that occurs during processing. However, scientists have advanced methods of processing which prevent loss of this vitamin in a variety of foods. A bibliography at the end of the article will be of interest to the glass packer.

**Once Wasted Cottonseed Hulls Make New Plastic.** *Science News Letter*. September 6, 1941. Page 158. Cottonseed hulls, formerly worthless, are the raw material for a new plastic industry, being developed at Knoxville, Tenn., as a result of research by John F. Leahy and his staff of scientists at the University of Tennessee. Among other things, this plastic has a particularly high degree of elasticity. For this reason, it has been having extensive use in cotton sheaves, formerly made of wood. It has also been found economical in the molding of radio cabinets, fountain pens, steering wheels, wallboard, etc. Mr. Leahy also believes that 350 pounds of furfural—solvent used in refining of lubricating oils—can be secured from cottonseed hulls as compared with 180 from oat hulls.

**Glassed Fruit Pack May Be 1,750,000 Cases.** *Western Canner and Packer*. September, 1941. Page 35. A report on a survey made by the magazine gives estimates upon probable glass fruit pack. Pack is estimated to run between 1,600,000 and 1,750,000 cases based upon canners' statements, available fruit supplies, lines in operation, previous production, etc. Peaches, the largest item in the pack, were placed at 600,000 cases and cocktail and salad fruits, second (*Continued on page 116*)



Not so long after they dropped the "e" from Buffalo, F. N. Burt started in business. It was a small business, but life was more leisurely, then, and our firm was attuned to contemporary requirements.

The fact that we've grown in size considerably since we started is less important than what this represents: a consistent readiness to meet the needs of the day, whether that day be now or next year.

We're just as well geared to fill the big orders of today's large packagers as we were to meet those of 1886 packagers when we started. We have even built our own automatic high-speed equipment for the manufacture of set-up boxes, cartons, rigid transparent boxes. And we turn these packages out in great quantities—with fine precision and economy and at speeds consistent with the demands of modern merchandising.



## E.N. BURT COMPANY, INC.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY • PHILADELPHIA • BOSTON  
ST. LOUIS • ATLANTA, GEORGIA • CHICAGO  
CLEVELAND • CINCINNATI • NEW ORLEANS  
MEMPHIS • MINNEAPOLIS • KANSAS CITY  
DANVILLE, CALIFORNIA (Near San Francisco)  
A. G. Spilker, P.O. Box 126, Telephone: Danville 27  
CANADIAN DIVISION: Dominion Paper Box Company, Ltd.  
469-483 King Street, West, Toronto 2, Canada



1

2



3

4



## PACKAGING

**1** The light color sample kit boxes for Marsh Wall Products, Inc., are laminated with transparent sheeting for beauty and protection. They are sturdy and thus fulfill the need for strong packaging for a group of heavy samples such as building materials. Front rim of the cover is free at the sides to allow play and reduce wear and tear at the corners. A snap fastener on this strip closes the boxes snugly. Boxes by Great Lakes Box Co. Transparent sheeting by Celluloid Corp.

**2** New drinking tubes with a bend for easier drinking made by the Stone Straw Corp. come in a blue envelope with a transparent window which shows the bend. This package is used for consumer sales where visibility of the product is an important feature. The other package in white without a window is designed for use by hospitals and other institutions. Envelope by P. L. Andrews Corp. Transparent sheeting by Celluloid Corp.

**3** The design of this bag for Janney-Marshall Co.'s coffee was printed lengthwise so that the bag could "stretch out" on the grocer's shelves. The red and gold colors and the extremely legible brand name in white were selected for easy distant recognition. The bags are lined with transparent film and sealed for

protection and retention of flavor. They carry a printed promotion on this feature, calling attention to this air-tight pack as a "flav-o-tainer." Bags by Thomas M. Royal & Co. Transparent film by The Goodyear Tire & Rubber Co.

**4** Three rolls of Jests tablets are packed together and wrapped in printed transparent sheeting. No change has been made in the single rolls and they come complete with protective, slip-cover cap. The outer wrap of the economy pack is printed in blue and white with product information and trade identification. Special attention is drawn to the three-unit pack in a light blue strip on the front. The pack is opened by pulling the loose end of the strip which runs around the top. Wrap by Shellmar Products Co.

**5** Prince Matchabelli's perfumes are placed in gold-colored boxes to give the effect of Christmas stars and sprinkled over with white to give the appearance of frost. They make particular appeal to the holiday gift shopper. The crown hallmark has three-dimensional facets of deep magenta. Three small crown-topped bottles are packed together in the satin-lined box. Boxes by J. Makowsky Corp. Bottles by Swindell Bros., Inc.

**6** A departure in chime merchandising is an unusual gift package for Edwards line of musical door chimes. The box of bright royal blue makes a gay package suitable for any time of year. A Colonial motif reflects the design and quality of the chime itself. Made by Compressed Paper Box Co.

**7** This new label for Gusto vegetable juices aims at conformity with government requirements for grade labeling as well as with public feeling for informative labeling. A bright yellow was chosen for high visibility and dominant shelf appeal. An outstanding feature is the manner in which the vitamin content of the product is illustrated in blueprint fashion, showing the customer at a glance the minimum amount she can expect in each can. Label by Rossotti Lithographing Co.

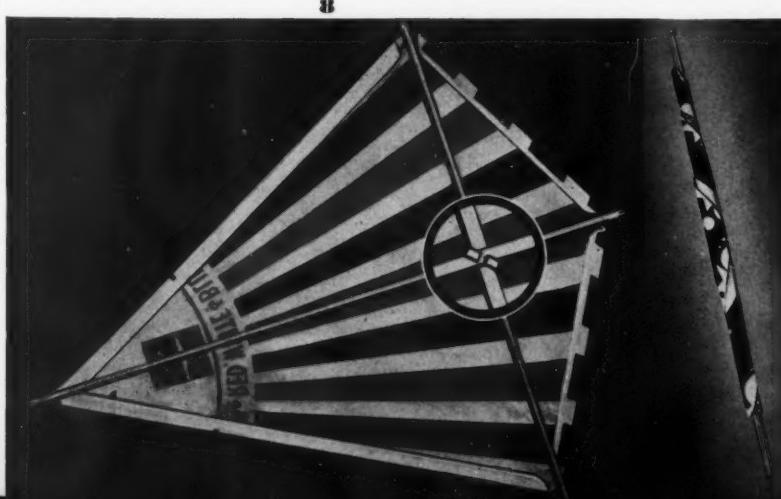
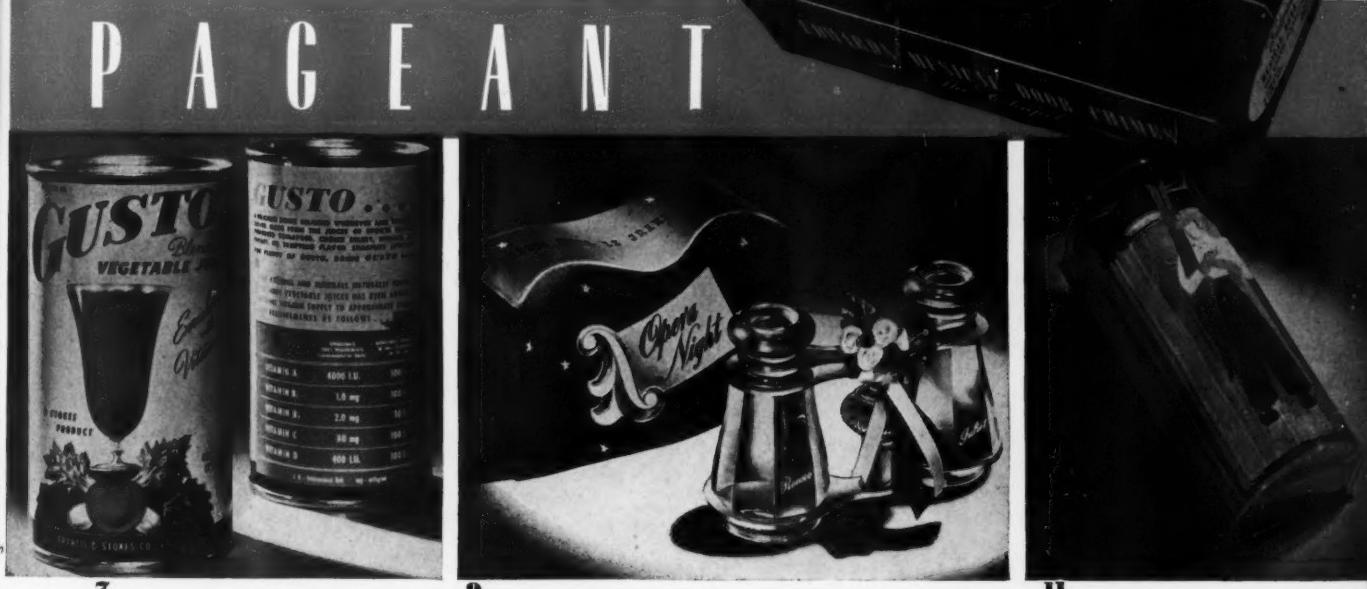
**8** An ingenious application of stapling was found to be the answer to the problems both of making and of packaging a kite so that it would take up a minimum of space on the counter and yet would be easy for a child to set up to fly. A staple, placed diagonally across the intersecting struts, permits these wooden pieces to be opened at right angles or closed together. This allows the sticks to be folded and packed in one straight line, as shown in the illustration, with the fabric wrapped around them. Kite is put together by unfolding struts and attaching strings to the ends. Stapling equipment by Bostitch, Inc.

**9** Opera Night perfume of Windsor House, Ltd., is housed in bottles made to look like opera glasses. They are combined of glass and plastics which make for a realistic appearance. The simulation is carried out even to the center piece between the two bottles which represents the lens adjuster. The perfume comes in the appropriately handsome gift box which has been shaped to fit the contours of the opera glasses themselves. Stars

and musical notes decorate the box top. Bottles by Hazel-Atlas Glass Co. Boxes by Royal Paper Box Co. Plastic moldings by Plastic Die & Tool Co.

**10** Two contented looking dogs peer over the trade identification on the cans of McMillen Feed Mills, Inc., concentrated dry dog food. The cans are of fibre with metal base and top. The printed eye-catching label is in a blue, brown and tan color scheme. The dark bands at top and bottom of the cans bring out the design and make for effective display when the cans are lined up on store shelves. Container by Sefton Fibre Can Co.

**11** The cover of rigid transparent sheeting of the gift box for Tussy's Wind and Weather lotion has a ski figure decoration in real felt in brilliant red, yellow and green. The clever felt figure, in its winter sports clothes and carrying a pair of skis, suggests the product's use—a protective skin lotion. The lotion bottle of glass is ridged for comfortable gripping.





## 1941 Leaders for Coffee, Tea and Spice

The year's trend in coffee, tea and spice packaging is revealed by winners in *The Spice Mill's* fifth annual packaging show. On these pages are illustrated some of the twenty-one winners, chosen from hundreds of packages and displays which made up this impressive modern merchandising array. "Consumer appeal" was the governing factor in making the awards. Judges were Charlotte Adams, home economist for PM; William Longyear, Pratt Institute; Alex Pisciotta, director of the Bureau of Weights and Measures of the City of New York. Blue ribbons for containers were awarded as follows: 1. To California Packing Corp. for "Del Monte" glass container made by Owens-Illinois Glass Co. 2. To Mason, Ehrman & Co. for their "Golden Dawn" coffee bag with its dull gold background, vermillion rising sun made by Thomas M. Royal & Co. 3. To Jewel Tea Co., Inc., for its striking 2-lb. carton with appetite appeal on all four sides. Carton was made by National Carton Co., label by Newman-Rudolph

Lithographing Co. Jewel Tea Co. also won prizes in the Combination group for its complete line of coffees and spices. Coffee bags were made by Union Bag & Paper Corp., spice containers by American Can Co. Arthur S. Allen was the designer. 4. To the George L. Neff Co. for the best utility pack. This is an envelope manufactured for the restaurant trade by Thomas M. Royal & Co. and features an easy-opening seal that assures full-flavor protection, machined by Amsco Packaging Machinery, Inc. 5. To Winston & Newell Co. for the outstanding visibility and color of their "Red Rooster" bag. Made by Benj. C. Betner Co. 6. To H. Hamstra & Co. for their half-pound tea container made by the Continental Can Co., as a package most likely to succeed in presenting a convincing quality appeal to any consumer audience. 7. To the C. D. Kenny Co. for a tea container on which was employed the most striking poster effect. Made by Simpson & Doeller Co. 8. To D. G. Penfield Co. (Continued on page 110)



## What happens to the peaches the farmer doesn't eat?

Go to waste? Of course not! This winter, when bare-limbed peach trees stand black against the snow, you and I will eat luscious, golden peaches.

America has peaches on its table every month—and peas and beets and beans—because food packers swiftly seal the goodness of ripened farm products in tin cans and Duraglas jars.

Packaging is the transportation system that brings America a balanced, health-giving diet the year 'round. The makers of metal and glass containers supply a vital need—trustworthy, economical packages in which American industry distributes foods, drugs

and countless other necessities throughout the nation.

Packages are important in defense. With containers to preserve them, no food product need be wasted. Into bottles, jars and cans also go the chemicals, drugs and essential materials that must be accumulated as defense stockpiles. Most of all, modern packaging helps keep life on an even keel.

As makers of both Duraglas and Metal Containers, we are proud to be part of this basic industry. From our laboratories have come many of the advances in packaging. From them will come more . . . to better serve America.

# OWENS-ILLINOIS

*Packaging Service*

GLASS CONTAINERS • METAL CONTAINERS • CLOSURES • SHIPPING CARTONS

Owens-Illinois Glass Company, Toledo • Owens-Illinois Can Company, Toledo  
Libbey Glass Company, Toledo • Owens-Illinois Pacific Coast Company, San Francisco



Displayed in this manner, Cannon's colorful 1941 gift sets are being shown in stores throughout the country. This year is the fifth anniversary of the founding of this famous gift line. Each year the packages are greater in number and more beautiful.

Many new features have been added this year. These are described in the text on the opposite page. The numbers on the tree correspond with the numbers in the text. Most notable change is the trend towards irregular shaped boxes for this year's designs.

# Cannon's Treasure Tree

Cannon Mills was among the first to bring color to the bathroom. Cannon was also first to turn household towel sets into popular gift items. In 1936, Dorrit Osann developed the first new gift line of Cannon Towel sets that introduced distinct design innovation in towel packaging, hitherto confined to standard cellophane wrapping or conventional flat boxes.

So great a departure were these first four sets in 1936 that it took many conferences and long discussion before they went into production, but the success for those four boxes was spontaneous. Today, the colorful Cannon gift sets are a merchandising tradition and are a consistent winner in the annual All-America Package Competitions.

Eighteen new gift sets have been introduced for this year's line. In stores throughout the country they will be shown on the treasure tree pictured on the opposite page. As in previous years, a basic color scheme was selected for all the packages. This year it includes magenta, chartreuse yellow, delphinium blue and a brilliant green. Many variations in shades of these colors have been used, but all have been selected so that no matter how the packages are arranged, or how many or how few are placed on the counter or in display, there will never be clash of colors. The line, too, is designed for year-round selling—can be used at anytime instead of merely for the Christmas trade.

Among the new features this year is the use of a greater number of irregular shaped boxes. The first boxes in 1936 were similar to No. 10 on the tree. The most outstanding irregular shape this year is the one at the top of the tree marked No. 1. This box with its striped, peaked lid holds the same number of

pieces as the one at the bottom marked No. 10. Both sell for the same price. Hat boxes, octagon shapes and "round-cornered" boxes like Nos. 2, 5 and 9 are popular items in the line. In one instance (No. 6) a wire basket has been adopted for the package, decorated with ribbons and flower spray in the basic colors used throughout this year's collection.

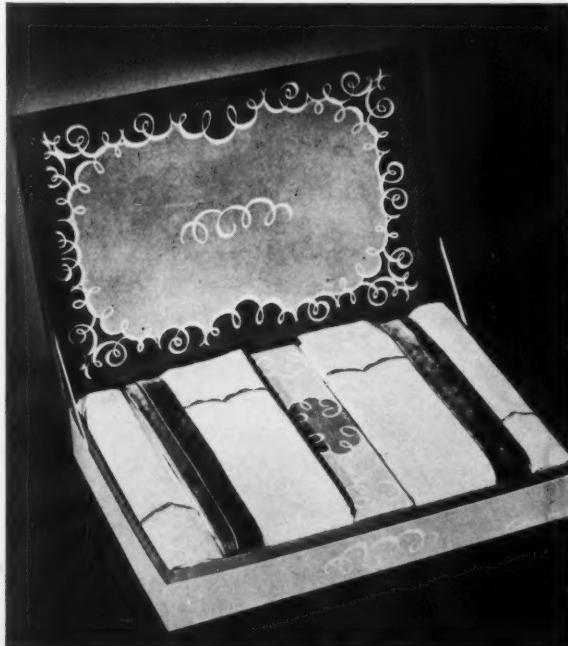
The "Big Apple" (No. 11) is a kitchen set and includes dish towels, dish cloths and, of all things, a rolling pin. Note, too, how the box design is the same as the stripes in the merchandise. Other sets contain related merchandise. No. 7, for example, called the "carnival hat box," holds a set of bath towels clustered around four floral-decorated cakes of guest soap. The "Royal Plumes" set, decorated with ostrich feather design, includes with two towels packets of bath crystals. Finger-tip towels (No. 3) are wrapped in floral decorated cellophane. Four paper cylinders serve as inner packing for the "round-cornered" box (No. 5). Ends of the cylinders lend themselves to a decorative spot of color.

Price ranges on this year's Cannon sets are from around a dollar to six dollars. These popular prices fit the needs of the average gift purchaser's pocket-book. All prices sell well for Christmas gifts. The one to two dollar items are popular for week-end gifts, bridge prizes and bridal showers.

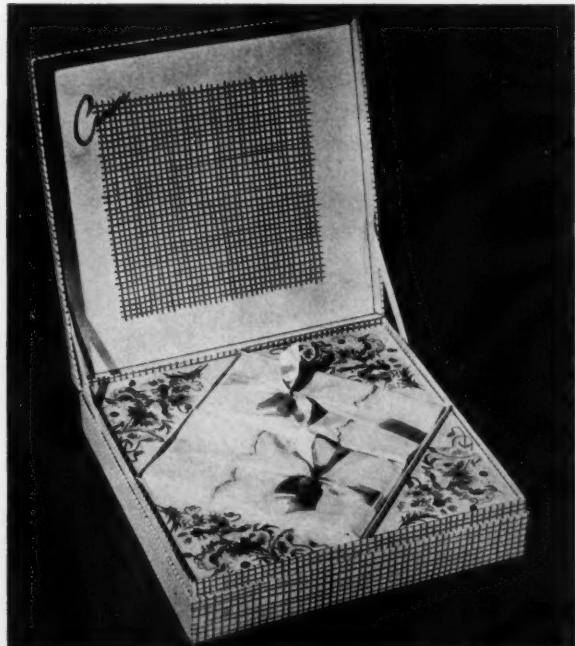
In addition to towels, the line includes a fine collection of pillow cases and sheets—colorful in their striped and floral boxes—their gay velvet, floral patterned satin and cellophane ribbons.

*Credit: Boxes by Old Dominion Box Co., High Point Paper Box Co., Inc. and North State Box Co. Paper by Louis DeJonge & Co. Wraps by Zeeze Wilkinson Co., Inc.*

Velvet ribbons are used extensively for inside ties.



Inspiration for this box was a flower garden lattice.





Winners in the packaging and closures classification were the above set of Shulton, Inc. toiletries and Eisenberg & Sons perfume stick. The toiletry set represents definite re-use value, while plastics for the first time replace metal in the perfume stick.

## Sixth Annual Modern Plastics Exhibit

*Plastics competition emphasizes defense and release of metals for indispensable uses*

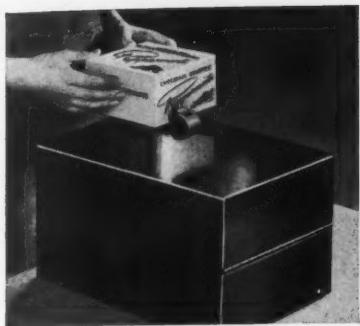
The plastics industry demonstrated in this year's annual exhibit (Sept. 24-Oct. 31) sponsored by Modern Plastics magazine and held in New York City that as an industry it had come of age. The exhibit revealed that it had graduated from the gadget era to take its place in the vanguard of the most significant industrial developments in America today.

Entries to the competition were divided into 18 classifications, ranging from architecture, business equipment, major household appliances, displays, packaging and closures, to military and defense.

Many interesting packaging applications point to an upsurge in the use of plastics as adapted to the package field after the present emergency restrictions are off. On the whole, however, the keynote of the competition this year, which reflects the general world situation, was defense. Of the more than 900 entries received, the bulk of significant entries were in the defense and industrial classifications, with much evidence of the manner in which plastics released metals for indispensable uses.

The winners in the packaging and closures classification were a set of Shulton, Inc.'s Desert Flower toiletries and Eisenberg & Sons perfume stick. Both of

these products had received previous editorial mention in Modern Packaging. The extraordinary crystalline quality of the cast phenolic of the toiletry set imparted a jewel-like aspect to this luxury package with its single desert flower in a surrounding of rosy coral. The perfume stick represented for the first time the turning and revolving elevator inside the case of molded polystyrene instead of metal. In the display classification there were two winners, one that of a glove and jewelry display for department and other stores, carved out of a solid block of methyl methacrylate. A glove may be placed between the fingers of the transparent hands or bracelets and rings may be shown on them. Lighted, the display serves as a lamp, with the light carrying over the entire area and thus creating a brilliant effect. The other winner of a major award was a pilfer-proof dispenser used by the Hutmacher Braiding Co. for dispensing shoe laces. It dispenses 18 different sizes and colors of laces, all of which are readily accessible. The unit takes a minimum amount of space and the merchandise is protected from dirt and dust. Transparent sheeting covers the product and there is a molded phenolic dome on top of the drum-shaped container.



New Motorized Sealer applies up to 110 equal length strips of Scotch Tape per minute. Each strip seals instantly on contact — no water required—producing a strong, positive seal that will not dry out or loosen.

Scotch Tape is available in transparent and a variety of bright colors.

## BOX SEALING

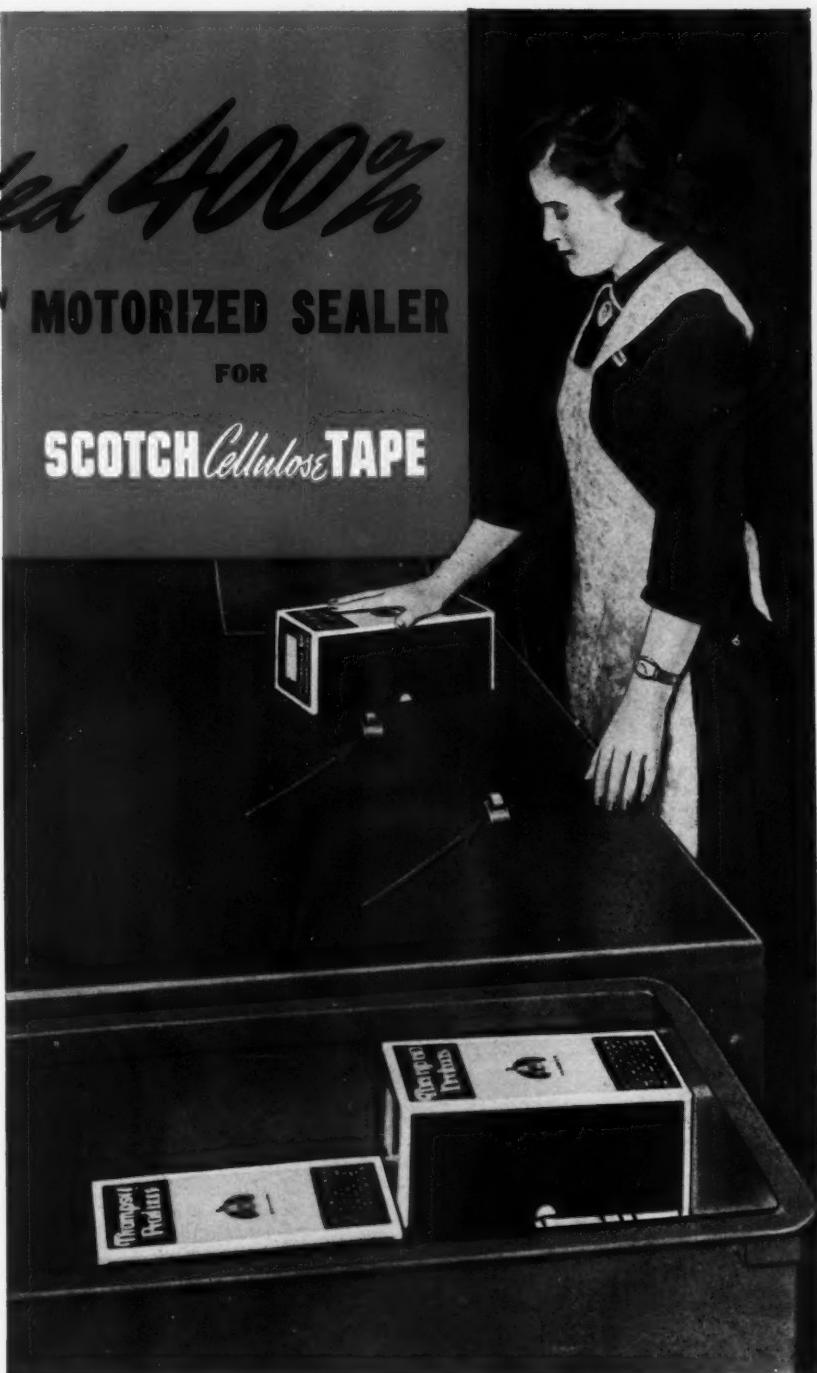
*Speeded 400%*

WITH NEW

**MOTORIZED SEALER**

FOR

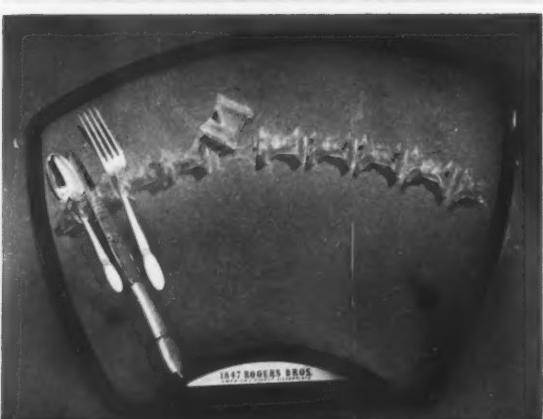
**SCOTCH Cellulose TAPE**



At the Thompson Products Company of Cleveland, one Scotch Tape Motorized Sealer stepped up production from 9 to 25 boxes a minute for each girl worker. A dual set of sealers increased this to 45 boxes per minute per girl. Each box is sealed in two places—90 seals per minute including packing in a hand truck.

Scotch Tape in the new motorized sealer can produce major savings for you, whatever your present method of sealing or tying telescope type boxes. For complete information, write Dept. M P-111.

Made and Patented in U.S.A. by  
**MINNESOTA MINING & MFG. CO.**  
SAINT PAUL, MINNESOTA



3

1. Winner of a top display award is this transparent hand of an acrylic resin. 2. Another top award went to this tamper-proof dispenser, shaped like a roulette wheel. There is a triangular opening in one section of the top of the unit and a twist of the center portion of the dome brings this opening to the desired section. Upon release, a spring device brings the dome back to its original position. 3. Egg-shaped gift containers of rigid cellulose sheeting. 4. Clinical thermometers in a simulated leather case with a transparent window. 5. Silverware display case made entirely of plastics, even to brackets for the silver.

Among the other many packaging and closure items exhibited were the small perfume bottles of Robinson Cosmetic Co., Inc., decorated with big rigid cellulose butterflies; Easter egg gift containers of rigid cellulose sheeting; a small bowling ball of molded phenolic resin used by Pioneer Suspender Co. for holiday gifts such as cigarettes, belts or other trinkets; Shantung cologne in stock bottles with an attractive over-size cap of cast phenolic resin, and a Yardley talc container in ivory, red, gold and blue, designed to fit in with the company's series of toilet articles and made of a molded plastic, light in weight and most pleasing in appearance.

Interesting displays were those for Becton, Dickinson Co. clinical thermometers, a display which had the appearance of the family doctor's "little black bag," but whose contents were visible through a window of rigid transparent sheeting; a unit to show Buxton, Inc., leather wallets, based upon the use of a pair of formed transparent hands of acrylic resin; boxes with rounded tops of rigid cellulose sheeting to show off Fay's hair brushes, and Rogers Bros. silverware display case made entirely of plastics—brackets to hold the silverware being made of an acrylic resin, with a base of black molded phenolic and a drawn rigid cellulose cover which fits over the whole display case.

NOTE: Elsewhere in this issue are plastic materials as related to packaging and display as pronounced upon by OPM.

(Page 62)

# Even the Shipping Container for Ethocel Sheeting Is Important!

(DOW ETHYLCELLULOSE)

## GIVES YOU 4 BENEFITS

Diagrammed below is a cross section of the unique container for ETHOCEL Sheeting. The roll is "cradled" or suspended within the box on metal hubs. As a result, the roll of transparent packaging material (shaded areas) is completely free from the container except on the end where a paper disc is inserted to prevent wear. The box is easily accessible and always provides complete protection for ETHOCEL Sheeting.

The unique shipping container pictured here, was developed by Dow engineers to aid you in handling ETHOCEL\* Sheeting. Special construction features suspend or "cradle" the roll of clear, transparent packaging material always providing maximum protection.

The container also serves as a handy dispenser for those who use random lengths from time to time. You'll find this box is easily opened and can even be used for storage purposes.

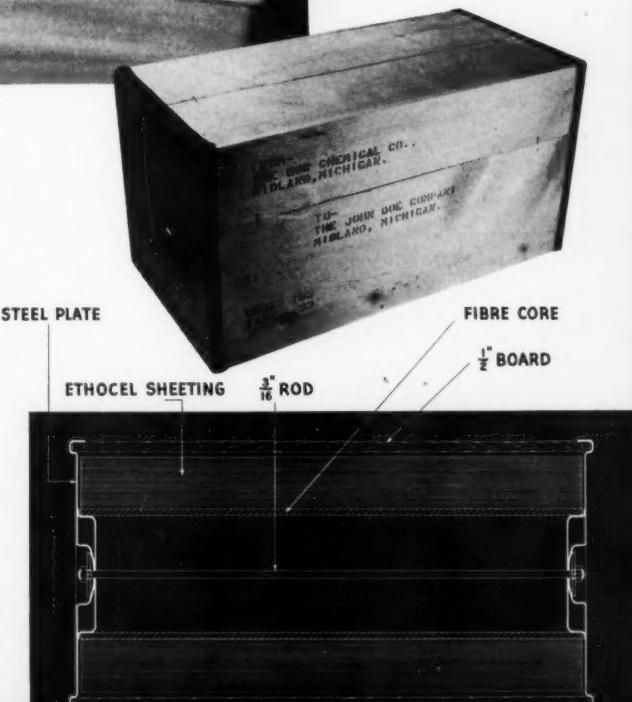
Fabricators say they like this unique container—just as they prefer the transparent material it holds. For ETHOCEL Sheeting is a tougher, more durable transparent plastic. It's easy to fabricate and makes good packages better.

Write to the Plastics Sales Division for complete information.

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN  
New York, St. Louis, Chicago, San Francisco, Los Angeles, Seattle, Houston



\*Trade Mark Reg. U.S. Pat. Off.





COURTESY, SUPER MARKET MERCHANDISING

Self-service stores account for nearly 29 per cent of all grocery and combination-store sales. The consumer is "on his own" when he goes into a self-service store to buy and the identity of the package is important.

## Merchandising the Package

by JOHN H. BREIEL\*

A large investment is being made daily in the design and production of packages for various types of consumer goods. But regardless of the ingenuity and careful study that is put into these packages, sitting in a warehouse, they are of no advantage to the manufacturer. Sleeping on the shelves of a retail store, they are not helping him. They must be moved into the hands of the ultimate consumer if they are to fulfill the purpose for which they were created.

Many factors are involved in completing the cycle from the factory door to the consumer's pantry or medicine chest. Product is one of those factors that rank high in importance, for beauty is more than skin deep and effective packaging cannot be expected to build sales for an inferior product, or a product for which a real need or use does not exist and cannot be developed. Other important factors would include price in relation to the product and the market; satisfactory relations between the manufacturer, distributor and retailer; acceptance created for the product through experience and advertising, and merchandising.

When we come to merchandising it is time to pause for definitions. Merchandising is such a convenient term that it is often mistreated. It has been said that if you asked 100 different people what they meant by merchandising, you would be likely to get 100 different

answers. This loose interpretation of the term is unfortunate, for it frequently leads to laying the blame on merchandising when actually you mean something else and just as frequently leads to giving credit to merchandising, when the credit belongs to some element in the selling cycle which is not merchandising at all.

Just to make sure that we understand one another, suppose that for the purpose of this talk we refer to merchandising as that group of activities which are designed to make the package an effective agent in completing the sale. That would include (1) use of the package as an added argument in the advertising, (2) use of the package as a vehicle for advertising messages and (3) promotion of the package as an added attraction to the product it contains.

Use of the package as an added argument in advertising dates back at least to 1899, when for the first time crackers were individually packaged and sold under the brand name of Uneeda Biscuit. In the back of a little booklet with which all of you are probably familiar, published in 1940 under the title, "A Portrait in Packaging," is a list of what Mr. West, the author, considered significant dates in packaging history. Opposite the year 1899 he says, "Uneeda Biscuit package starts packaging revolution."

If that is undisputed, my company must plead guilty to having taken part in a revolution, for we had a hand in the development of that idea and handled the adver-

\* Manager of Public Relations, N. W. Ayer & Son, Inc. A speech delivered at the Clinic on Packaging, of the Printing and Advertising Clinics, New York Trade School Auditorium, October 15, sponsored by General Printing Ink Corp.

# LITTLE THINGS THAT MADE A BIG DIFFERENCE



Discovery that sounds could be transmitted from one point to another by means of vibrating metal discs, connected by an electrified wire, resulted in the invention of the telephone by Alexander Graham Bell.

Crown's development of a new lacquer, called Orolac, resulted in the perfection of a foil liner which has many of the virtues of a rubber ring but costs much less.



**OROLAC LINERS** consist of a coating of Orolac on both sides of aluminum foil which is bonded to a white pulp board.

Orolac Liners are tasteless, odorless, inexpensive—and are especially suitable for syrups, cherries, salad dressings, mayon-

naisse, horseradish, sweet wines and whiskey not over 100 proof.

**CROWN CORK AND SEAL COMPANY**  
*World's Largest Makers of Closures for Glass Containers*  
BALTIMORE, MD.

SORRY! National Defense, by limiting the amount of aluminum available for our use, prevents any new orders for Orolac Liners being accepted during the Emergency.

**OROLAC LINER**... One of the 7 Closure  
Improvements CROWN brought you FIRST!

**First!**



Arguments used for the first Uneeda Biscuit package in 1899 are still fundamental in package merchandising. Appetite appeal, economy, convenience, re-use are just as important today.

tising of which it was the principal feature.

In his book, "The History of an Advertising Agency," Dr. Ralph M. Hower, of the Harvard Business School, refers to this advertising as "probably the largest conducted in this country up to that time and also one of the first to feature a staple food, ready for consumption and sold in individual packages."

"It involved," Dr. Hower wrote, "the creation of an air-tight package, a distinctive brand name and trademark and a co-ordinated plan for reaching the public through newspapers, magazines, street-car advertisements, posters and painted signs . . . . Almost overnight the words Uneeda Biscuit became celebrated and a flood of orders swamped the bakeries of the National Biscuit Company. The open cracker barrel of the good old days was doomed . . . . Neither the agency nor the National Biscuit Company realized the extent to which it (the advertising and the package) was helping to remold our daily life."

Dr. Hower could also have added that neither realized at the time the extent to which this revolutionary development would enlarge advertising and merchandising opportunities. Previously we had the product itself, brand names, trademarks and the reputation of the manufacturer to build on in the advertising. Then a

new feature was provided—the package. And this had special advantages. First, it provided an effective selling argument at the exact time when the consumer was in the store and ready to decide on his purchases. Second, it provided a chain along which all of the steps in advertising and sales promotion could be strung, beginning with the acceptance created through advertising and concluding with the impact of the package itself at the point of sale.

Just to see how the package was merchandised in that first major effort to promote an individually packaged product, I dug out some of the old advertisements and I'd like to quote from the copy that appeared in the second advertisement in the series:

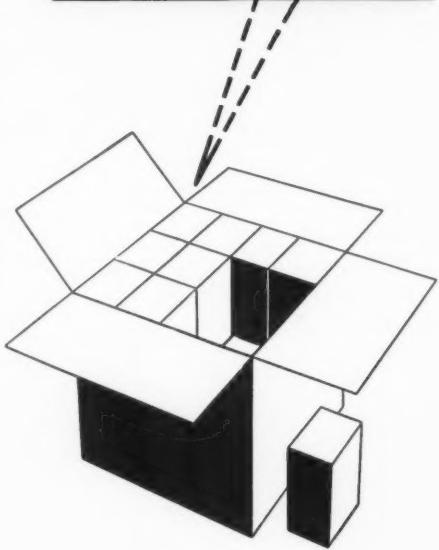
"To preserve and deliver to the consumer our new and splendid Uneeda Biscuit, as crisp, tender and delicious as when fresh from the oven, we have originated this moisture-proof package. Carefully remove the wrapper; serve in this package. After the biscuits are eaten, you have a lunch box for school children. Patents pending."

There you had four separate and distinctive sales arguments based on the package. First, the appetite appeal based on the fact that the package would preserve the oven-fresh taste of the biscuit. Second, the economy appeal in that the package would help to prevent the contents from turning stale and soft. Third, the convenience appeal in that the crackers could be served right in the package. Fourth, the appeal of a secondary use through suggesting that the cracker box would make a good lunch box for school children after it had served its original purpose.

It is interesting to note that these four appeals which were used more than 40 years ago are still basic in the merchandising of a packaged product, although the natural course of progress has added other elements and has greatly enhanced the means through which these arguments could be made effective.

It is impossible even to attempt in this brief space a review of the many important developments in merchandising the package through advertising from 1899 to the present. An indication of the size and extent of these developments might be had from the growth of the packaging industry itself over that period of years. For the progressive advertiser and his advertising counsel have been alert to the merchandising advantages of packaging and developments in the packaging field have been capitalized in advertising as soon as they have reached the practical stage.

That brings us to the question of how extensively the package is used as an element in advertising today. Consider magazine advertising first. Here you would find the package being used with varying emphasis in most of the advertising for products which are sold in packaged form. This is a typical example: There were 110 advertisements of one-column or more in a recent issue of a representative women's magazine. Of this total, 60 advertisements represented products which are sold in packages, including food, drug, tobacco, cosmetics, cleansers and hygienic products.



### packaging goes to extremes!

From wedding rings to mattresses—from foods to refrigerators—paperboard has proved the safe, economical and attractive packaging for a million things. To cut costs, decrease weight, increase protection, hundreds of articles are packed in paperboard as a result of Container Corporation's research and imagination. For this company is uniquely fitted for development. Our control of raw materials, paperboard manufacture and package fabrication in one organization allows a free choice of "the correct package for the job." Specialists in every phase of packaging strive for new, workable ideas. Plants and offices are located for first-class service and deliveries. How recently have you surveyed your product packing? A study by Container Corporation specialists may suggest innovations or improvements. Arrange a discussion at our nearest office.

## CONTAINER CORPORATION OF AMERICA

Chicago, Ill., and 21 Other Strategically Located Cities

**Corrugated and Solid-Fibre Shipping Cases  
Folding Cartons**

In 53 of these 60 advertisements the package was displayed. In only 7 instances the package was not displayed. That's a ratio of nearly 8 to 1. In other words, for every advertiser who did not show the package in his advertising, there were eight advertisers who did. That would seem to be pretty conclusive evidence that it is an effective aid to merchandising in a wide variety of fields.

In newspapers, as in magazines, you will find that most of the advertisers who have a packaged product to sell use an illustration of the package in the advertising. This holds true for black-and-white as well as for color printing and rotogravure. Typical of the extent to which this practice is followed was a recent Thursday issue of a large metropolitan daily, in which as many as 30 different packaged items were illustrated in conjunction with advertisements on one page.

Although we cannot cover all the advertising media in this short discussion, I should like to call your attention to the use of the package in radio merchandising.

Usually this consists of identifying the package by means of its distinguishing characteristics and urging the consumer to look for that package in the store. Another merchandising tool frequently employed in radio is to arouse the consumer's interest through reference to some feature, such as a recipe, a game or a cut-out that is to be found on the package. On the whole, however, the package is not used as generally as a merchandising medium in radio as it is in publication advertising. That, undoubtedly, is traceable to the natural limitations or oral description as compared with pictorial representation in establishing the identity of a physical object, such as a package, in the consumer's mind. The materialization of commercial television on an important scale is likely, however, to change that balance and make the package even more effective in radio advertising than it is in publication advertising.

Some day this photo of Lowell Thomas with Sunoco cans before a television camera may be as historically significant as the Uneeda Biscuit advertisement shown on the preceding page.



68 MODERN PACKAGING

We are now handling the first commercially-sponsored television program of sports broadcasting that has ever been offered and our experiments with television commercials have given us, among other things, an insight into how really effective the advertising message by television can be. Here you have a combination of the audial and visual impression, which comes about as near to personal selling as it is possible for advertising to be. You can imagine the advertising impact when the announcer picks up a package and holds it before you as he talks, actually pointing to the things he wants you to remember about it.

Establishing the identity of a package in the advertising is of increasing importance due to the growth of self-service stores. A special report recently prepared by the U. S. Bureau of Census states that self-service stores accounted for 28.8 per cent of all grocery and combination-store sales in 1939, the latest year for which figures were available. There is a great deal of variation according to cities and sections of the country. In New England, for example, self-service stores accounted for only 16 per cent of the grocery and combination-store business. But in Washington, Oregon and California, 62 per cent of the total was handled by self-service stores, while in California alone the ratio exceeded 69 per cent. Despite the spottiness of the picture, it is evident that self-service merchandising is a tremendous factor, with every indication that it will become an even greater factor in the future. As a matter of fact, many of those stores which still are classified as clerk-service stores have incorporated self-service into their business, although they do not operate on a strictly self-service plan.

This means that the consumer is being put more and more "on his own" when he goes into a store to buy. The advice of the clerk is less important. The "impulse" factor is more important. Therefore, the better the identity of a package, or a family of packages, can be established in the buyer's mind, the better chance you have as a manufacturer to have your product selected when the buyer makes a choice.

Use of the package in advertising not only identifies it according to its peculiarities of material, shape and design, but at the same time associates those peculiarities with all the advertising arguments for the product and for the company that makes it.

In competitive fields you cannot stop with an attempt to establish the identity of the package and to tie in that identity with all of the favorable things said about the product in advertising. Where the buyer is so much on his own and where he has the choice of several products for which good reputations have been established, it is necessary to introduce additional incentives at the point of sale. Here again the package comes in handy, for it provides an opportunity for advertising messages to be delivered and registered exactly at the time when the customer is looking over the selection and trying to make up his mind which to buy.

Because of the importance of this factor it is essential to take just as much pains with the preparation of ad-



# WHO SAID A TIN CAN ISN'T ADVERTISING?

**Y**OU don't buy the space on the package that carries your product to market. Maybe if you paid for this valuable advertising space, you would give more attention to producing that package. You would find that Heekin Colors on tin cans are finer . . . truer . . . longer lasting . . . yet inexpensive. You would find that Heekin Metal Lithography is really a science. That's why Heekin makes and grinds its own colors . . . why Heekin Lithographers are among the finest craftsmen in the country. That's why you should know more about Heekin Lithographed Cans with harmonized colors.

THE HEEKIN CAN CO., CINCINNATI, O.

## Heekin Cans Lithographed WITH HARMONIZED COLORS



vertising messages on the packages as in the advertisements. Each package should be considered an individual advertisement, competing for visibility and readership with all the other packages around it. The size and shape of the package, the layout and colors of the label, the type of illustration and the copy, all have a bearing on the average consumer choice.

That is not to say that the advertising appeal needs always to be stated in so many words to be effective. In the case of food products, for instance, the ultimate object in buying is to enjoy the eating. Therefore, the vision of the food itself is often the strongest appeal. Developments that have been made in visible packaging and in color reproduction for labels have been a great help in merchandising and there is every indication that much more progress will be made in this direction.

The package also provides a good advertising medium after the purchase has been made and taken into the home. It requires several days and sometimes several weeks for the contents of the package to be used. During that time the package stays on the pantry shelf where it is seen many times by the housewife. There are numerous instances where successful advertising jobs have been done in this way, especially in the development of secondary uses for the product, in addition to the primary use for which it was bought.

Think of it this way. If one million cases of 24 packages to the case of a given product are sold and taken into the home, that is a circulation—over and above that obtained in all other forms of advertising—of 24,000,000. And the number of times the message is delivered ranges from once, in the case of a package which is thrown away immediately after the contents are emptied, up to several times in the case of packages whose contents are used over a period of days or weeks.

There is another important factor in the merchandising of a package which I should like to mention. Like the others, this factor is not new, although technical progress in packaging and in merchandising techniques have enabled us to employ it to much better advantage today than was possible even a few years ago. That factor is using the package itself as an augmentative argument in completing the sale. The form this usually takes is to suggest a valuable use, or uses, for the package after it has fulfilled its primary purpose. The advantage of this argument was seen in the first packaging campaign to which I referred at the beginning of this talk. One of the arguments for the Uneeda Biscuit was that it was packed in a box which could be used as a lunch box for school children after the biscuit had been eaten. Probably some of you will recall the way in which this secondary use was dramatized in the advertising by means of the oil-skin-clad school boy with the Uneeda lunch box under his arm.

So many things have been done in the packaging field in the meantime that the factor of secondary usage has become a far more important one, relatively, than it was in that early case. I doubt if there is a home today in which you could not find several ornamental or utilitarian containers that originally served as packages.

Good advertising and good merchandising will point out these secondary uses and thus add to the appeal of the product. It is a familiar injunction in advertising to "save the package after its contents are gone and use it for such-and-such a purpose in the home."

As I mentioned earlier, it is impossible to go into detail about this vast subject of merchandising the package in the brief space we have. It would take a book, and maybe several books, to cover the subject adequately. It would take a five-foot shelf to put together a report of the many things that have been tried, together with the reasons for their success or failure. Successful merchandising of the package, as of the product itself, requires constant research, experiment and improvement. It is not a question of how far *shall* we go, but how far *can* we go.

If we take this point of view and look now into the future, we find several engaging avenues along which the bright minds in the packaging field and in the merchandising field might advance.

For example, I heard just the other day about a new device for self-service stores which operates like a lazy Susan—that is one of those Christmas tree arrangements of shelves, mounted on a revolving stand which adorned the table of efficient eaters in the Life With Father era. This new device, I understand, is on the grand scale. Its shelves are covered with products and it revolves slowly to show them off. At the same time, the machine broadcasts music and commercials for the brands displayed. Interesting as this is, it probably is only one step towards the developments we shall see. It is entirely possible, in my opinion, that the entire interior of the Store of Tomorrow will be designed strictly from the merchandising point of view. Walls, lighting, floor plan, entries, exits and all other features will be laid out to place the packaged products in the most inviting surroundings and accessible positions.

This innovation is already in use in test stores. There are others that are perhaps a little more in the future. But they are nonetheless interesting in their possibilities and for lack of anything definite, I'd like to raise a few questions about them and leave the ideas with you people for whatever they might be worth.

We know that to many people the tactile sense, or sense of touch, is an extremely important factor in helping to gauge the quality or character of a material. Is anything being done to appeal to the sense of touch in packaging? Let me give you this example. A friend of mine went into a store the other day to buy some shaving material. He saw an expensive razor on display. He had read several advertisements about this razor and was interested. At his request the clerk took one of the razors out of the showcase and gave it to him to examine. Much to his dissatisfaction the razor was encased in a rough imitation leather product, which was decidedly displeasing to the touch. Regardless of the product, the cheap "feel" of the package discouraged him from buying. Had the texture of the package been designed to make a quality appeal to the tactile sense, as well as the (*Continued on page 110*)

# In Packages... **HANDSOME** is as **HANDSOME** sells



PACKAGE—F. N. Burt Company, Inc.,  
Buffalo, N. Y.

**I**N DEVELOPING a new package, "How does it look?" may still be the first question you will ask yourself. But nowadays you will quickly add, "How will it sell?"

And the answer to that second question is, invariably, "Very well indeed" . . . when the design utilizes *Eastman Acetate Sheet*, in whole or in part.

Tough and durable, *Eastman Acetate Sheet* protects the contents of the package completely . . . damage from handling is impossible. The Clear Transparent type also reveals every detail of the merchandise . . . adds greatly to its luster. So top-of-counter display is assured, and you know what that does for sales . . . customers stop, look, buy.

*Eastman Acetate Sheet* is so adaptable that it fits into virtually any package design. The Clear Transparent type can be made into rigid all-transparent containers—or it can be combined with the Matte Translucent and the Colored Translucent types, paper, paperboard, wood, molded plastics, or other materials, to give just the desired visibility. The

Matte Translucent and the Colored Translucent types provide both unique and decorative effects. Let us send you working samples of the type, thickness, and dimensions you need to try it, or the names of fabricators. . . . Eastman Kodak Co., Chemical Sales Division, Rochester, N. Y.

#### Specifications and Fabrication Data

*Eastman Acetate Sheet* is available in rolls up to 40" in width and any convenient length, and in stock- and cut-to-size sheets. *Clear Transparent* type is furnished in thicknesses up to .020"; *Matte Translucent* type (matte surface one side) in thicknesses .003" to .010"; *Colored Translucent* type (pigment coated one side) in thicknesses .003" and .005"—in a wide range of light-fast pastel shades. All three types of *Eastman Acetate Sheet* can be scored, folded, pleated, fluted, molded, drawn . . . take printing inks without wrinkling . . . can be sewed, crimped, stapled . . . cement with an unyielding bond . . . do not crack or shatter.

• • •  
BRANCH OFFICES: New York, Eastman Kodak Company, 350 Hudson Street; Chicago, Eastman Kodak Company, 1727 Indiana Avenue. PACIFIC COAST DISTRIBUTOR: Wilson & Geo. Meyer & Co.—San Francisco, Federal Reserve Bank Building; Los Angeles, 2461 Hunter Street; Seattle, 1020 So. 4th Avenue. CANADIAN DISTRIBUTOR: Paper Sales Limited—Toronto, 11 King Street West; Montreal, Sun Life Building.

## EASTMAN ACETATE SHEET

•attracts  
•protects •sells

## *U. S. patent digest*

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 10 cents each.

**COSMETIC CONTAINER.** M. E. Lessin (to Coty, Inc., New York, N. Y.). U. S. 2,254,300, Sept. 2. A case for housing a lipstick with a cover for enclosing the open end. The cover has flat sides and flanges formed on the outer wall which act as guideways for a mirror that slides in it. In changing its position the cover shifts from visibility into protected frame.

**COSMETIC CONTAINER.** J. L. Young-husband, Chicago, Ill. U. S. 2,256,132, Sept. 16. A cosmetic container for enclosing a lipstick of a desired color, the body portion of the container being made up of sidewalls, a base and removable cap which slides over the sidewalls of the container down to the base. The cap extends over the upper ends of the sidewalls, providing a chamber the inside of which acts as a receptacle to hold the nail polish of a color harmonizing with the color of the lipstick. The top portion of the cap is designed to be opened readily, permitting the use of the nail polish carried in this portion of the receptacle.

**DISPLAY HOLDER.** H. McGill (to Babcock Box Co., Attleboro, Mass.). U. S. 2,256,122, Sept. 16. A display holder consisting of a basewall and supporting members, spaced to receive a cover. The cover is pivot-mounted on the supporting members, enabling it to be set into the open or closed position. This cover is capable of being moved into proximity with the basewall, forming with it a closed container when in the lower position. When open it acts as a display case. The cover, hinged pivotally, is supported by the base and carries by means of the cover member an engageable form for raising same into inclined display position with relation to the base.

**COLLAPSIBLE BOX AND DISPLAY DEVICE.** F. H. Lowe, Thorpe Chertsey, England. U. S. 2,256,439, Sept. 16. A blank form from cardboard for the construction of a box and composed of a single piece of material cut from a flat sheet. The stock is crimped where it is folded to form the backwalls, two lateral wings foldable into planes to form the sidewalls of the box, and provided with extensions to form lateral flaps at the front of the box. A part is cut out of a portion of the blank on one of the lateral wings and along a line forming two edges of the front wall. Three wings are formed, the third being

attached to a cut-out part of the back portion to form the bottom of the box, and being extended upward within the box to cover the opening left by the removal of the cut-out part.

**CARTON.** I. Nutt, Los Angeles, Calif. U. S. 2,256,723, Sept. 23. A carton formed from a single piece of thin material consisting of a flat bottom section and lower sidewalls projecting upward and outward from the sides of the bottom section. Relatively narrow strips of material project upward and inward from the upper edges of the lower sidewall members. The top of the carton between the upper edges of the narrow strips are so open as to expose the entire upper portion of the contents of the carton. A sheet of thin transparent material, which closes the carton and overlies the openings between the narrow strips, renders the entire contents of the carton visible.

**CONTAINER.** E. L. Mott, St. Louis, Mo. U. S. 2,256,748, Sept. 23. A multi-use container consisting of a shell with a rear wall, a front wall which is somewhat shorter than the rear wall and sidewalls connecting the front and rear walls. The upper margins are shaped to connect the upper margins of the front and rear walls. The bottom margins are shaped similar to their top counterparts. The front wall is of the same shape as the rear wall and supports the cover when in closed position.

**PACKAGING MACHINE.** D. W. Molins and F. Pary (to Molins Machine Co., Ltd., Deptford, England). U. S. 2,254,971, Sept. 2. An apparatus for filling boxes made up of a support for boxes arranged in a fanwise position which support is being continuously rotated in one direction about a fixed axis. A transfer device engages an element of the leading box on the support to move the box transversely and away from the axis of rotation. A locating device for closing the flap of the leading box by the transfer device and to arrest the movement of the other boxes on the support.

**PACKAGING METHOD AND APPARATUS.** R. Guyer (to Waldorf Paper Products Corp., St. Paul, Minn.). U. S. 2,255,251, Sept. 9. A method of packaging consisting of shaping a tray and inserting it in a temporary holder; filling the tray and subsequently removing it

and the contents from the holder while inserting the unit into a pre-formed enclosing cover.

**APPLIANCE FOR FILLING BOTTLE CARRIERS.** A. Wesselman, Cincinnati, Ohio. U. S. 2,255,576, Sept. 9. A holder for bottle carriers which has a bottom and sidewalls and a pair of apertured inclined top members extending upward from the sidewalls to form an apex. The upward extending holder-base supports the carrier sidewalls during the insertion of the bottles through the apertures in the top members of the carrier. A flange extends at an elevation above the base lower than the normal height of the carrier from its bottom to maintain the sidewalls in distended position. The top members are held rigidly inclined for easy reception of the bottles through the apertures.

**METHOD AND APPARATUS FOR CLOSING PAPER CONTAINERS.** G. Meyer-Jargenberg, Düsseldorf, Germany. U. S. 2,257,243, Sept. 30. A method for sealing the open end of a paper container, the walls of the open end are united and formed in a part-length return bend. This bend is formed laterally and exerts endwise pressure upon the free end of the lateral portion, which is confined against vertical displacement in either direction.

**METHOD AND APPARATUS FOR MANUFACTURING SEALED PACKAGES.** J. S. Stokes (to Stokes & Smith Co., Philadelphia, Pa.). U. S. 2,257,433, Sept. 30. A method of making, filling and sealing packages consisting of partially severing webbing to define a blank remaining internally attached to the webbing. The blank is kept from being creased while curling it into tubular form when it is transversely sealed throughout an area on which lie severed and unsevered portions of the blank. The filling material is introduced into the tube through the upper end, after which it is transversely sealed throughout an area and then the filled sealed tube is detached at said last named area.

**CANDY WRAPPING MACHINE.** G. G. Goodwyn, Dallas, Texas. U. S. 2,257,463, Sept. 30. A machine for wrapping and sealing candy carried on a stick. The equipment includes wrapping material, feeding mechanism and the sealing of same, being carried out by the provision of a pair of forked and notched plates which slide one within the other. The plates move inward and outward in the operation of pressing the wrapping material around the candy on the stick, releasing the bars from it. A cage is provided for holding the candy while being wrapped and sealed and a reciprocating rod moves in and out of the cage for releasing the wrapped candy.



*A Slight Case of  
Sly  
Lithilding -*

AMONG your casual acquaintances, warmest admirers, closest pals and severest critics, you undoubtedly include some lithographers' salesmen. For the most part, they are extra-extraverts with hearts of gold; and without exception, they all work for the Greatest House in the world.



*On first encounter, their theme song is invariably Service, the kind with the seventy-two point S . . . and the sound track goes something like this:*

*"Service? Yessir. On tap. Any time. We're as close to you as your secretary—ha ha! Well, maybe not quite that close . . . But give us a ring and we'll be right over.*

*"Our art department will make up all the sketches and dummies you need, just give us the idea. And by the way, we got a bird working for us now who used to do Saturday Post covers—I don't remember his name at the minute, but you know him! A real artist, what I mean! Half-days only, but we can get him for your stuff.*

*"Plant? One of the biggest in the country. And very, very modron. We got one special press from Switzerland, prints nine colors at a time, awfully complicated. We had to get Switz fellas to run it. In fact, a lot of our men learned the trade in the 'old country'" . . . and so it goes.*



**WE ARE** lithographers. We, too, have salesmen. Our salesmen, too, have been known to run errands, buy lunches, laugh at old jokes, lose at golf, sing in quartets, take tickets for charity affairs, dig up hotel due bills, fill in at bridge or poker, audition radio programs, entertain the secretary, alibi the wife (yours). They're all good fellas.

Some of them could take you on a guided tour through our plant. Others don't know which end of the press the sheet comes out—or if it comes out! But most of them have attributes unusual in salesmen.

They listen well. They can recognize a problem without blueprints or Montessori methods. They make a real effort to bring back the right answer. They take up the technicalities with production experts; and don't depend on umbrella estimates to cover omissions.

Because they regard display material as something that sells *for* you—rather than something to sell *to* you—they keep merchandise minded, spend a lot of time prowling around stores, asking questions of retail sales people. They check windows, watch counter and stock arrangements, browse around self-service chains and the super-markets. They know something of Nielsen reports, current deals, premium campaigns and special promotions. They follow through on displays in use—ours and others; see how they fit and work in the selling scheme, and the merchandising scene.

This familiarity with the failures, successes and problems of other advertisers often results in our representatives having ideas and suggestions worth your listening time. In idea-value alone, our men rate far better than the average lithographers' salesman.

We have a great respect for ideas in our plant. We welcome them from everybody. No man spends years squinting through a lens, nursing negatives in a





darkroom, babying plates through etching, observing the action of color with color and the reaction of ink to paper, handling dies and board and glue without learning good from bad, getting discrimination and judgment. And the contributions of conscientious craftsmen over the years have set production standards in our shops that rank with the highest in our industry.

We pioneer with ideas—helped make the jigsaw puzzle a national nuisance; pleased millions of kids and sold a lot of products for manufacturers with cut-out comic masks; devised numerous successful premium promotions; helped many an advertiser put new attention and more utility in store displays.

So E-F displays win awards year after year; and hold customers year after year—among big advertisers, little advertisers, and especially *smart* advertisers.

And as long as you spend money for displays, we think we can give you more for your money, put more stop-look-listen and *sell* into paper, board and ink than most lithographers . . . That's our basic story—and your basic reason for using E-F Co. And it's a very good reason!



**E**inson **F**reeman Co., Inc.

**EXCEPTIONAL LITHOGRAPHERS**

STARR & BORDEN AVENUES, LONG ISLAND CITY, N. Y.

# MODERN DISPLAY



## Elsie at the Point of Sale

by ARTHUR W. RAMSDELL\*

**P**ractically all of our point-of-sale material nowadays is designed for use in what is commonly known as the self-service super market—where displays and merchandise are exposed constantly to heavy traffic, large sales potential and rapid turnover. And where, because of those very conditions, competition for display and display space is exceedingly keen.

In these stores our men build mass displays of merchandise in connection with the installation of eye-catching promotional material that is sometimes animated, sometimes not animated. The work isn't what you would call a bed of roses. But it's a lot easier today than it was a few years ago, because we have been able to work out an intelligent program which gives us what I call "maximum efficiency with a minimum of trouble."

Most super markets are full to the bulging point with merchandise piled hither and yon; aisles are narrow; space is at a premium. Small wonder super market owners are prone to tear out their hair at the sight of a manufacturer's representative who wants to display

his particular merchandise in "the best spot you have in the store." Small wonder a request for space to do "some sampling" leads the retailer to throw up his hands and bellow mightily, "So what?" It is probably all very irritating to the merchant. And it has had its effect on him; it has brought about a condition.

Today, in order to command the attention and the space he may be entitled to, your display representative must be in a position to come in with a sound program that will really make Mr. Retailer sit up and take notice. "It's got to be good!" Something different, something good, something that will obviously help to sell more merchandise faster. Borden men have actually been able to do just that these last few years.

Our success with store display and promotion pieces has hinged upon three fundamental factors:

1. Thorough, intelligent pre-testing.
2. A sound, practical approach to the retailer.
3. Effective display of merchandise.

Until our organization reached the point where it recognized fully the importance of those factors, the

\* Vice President, The Borden Co.



A three-dimensional head of Elsie tops a mass display of Borden's merchandise. Every one of such units is thoroughly pre-tested under practical, typical, super market conditions before it is released to dealers throughout the country.

going was tough. Once over that educational hurdle, the journey was comparatively smooth. Let's take a good look at those three simple steps—one at a time.

To say that promotional material ought to be pre-tested intelligently and thoroughly doesn't exactly come under the heading of front-page news. However, it is a fact that a display piece in a home office and the same display in a super market are quite likely to look like two different things. What appears on the floor of my office to be a sure-fire hit can turn into a terrible dud inside a grocery store. What sometimes looks like a powerhouse to our staff, in dignified office surroundings, quite often looks like a burned-out bulb in a great big, busy super market. We put our ideas over the jumps by testing them out under practical operating conditions in—of all places—typical super markets!

Pre-testing is done by our own retail salesmen—under the close supervision of the home office organization, because our salesmen know and understand store merchandising. It is their business to display and merchandise Borden products every working day of their lives. Give any one of them a week with a display piece in a typical market and he will tell us in no uncertain terms whether it is good, bad or indifferent—

and that takes in the consumer and retailer point of view as well as his own. Of course, we employ detailed report forms which serve to boil down personal opinions to a statistical double-check basis. In the main, after reasonable periods of practical operating situations under the eyes and ears of men who really understand the problems of modern super market merchandising, every display receives dependable rating, good or bad.

In pre-testing operations we are particularly interested, of course, in the ability of a piece to sell merchandise. If it cannot perform that function to the satisfaction of the dealer as well as ourselves, it just doesn't make sense. Beyond actual sales results are other pre-test factors which are highly important—ease of handling, for instance. When you make a display difficult for either salesman or retailer to handle you are bucking up against old man Human Nature and you know what he does with problems that are hard to handle. He just goes right around them without so much as a sidewise glance.

We watch color very closely in our displays. Probably nowhere in modern merchandising is the problem so important as in a super market. A display that cannot stand the gaff of a myriad of multi-colored back-

grounds is lost in the shuffle. It will not and cannot perform satisfactorily. A change in color here or there will often make a headliner out of a possible flop.

Let me revert for a moment to the home office versus store comparison that I mentioned a few paragraphs back. Lighting conditions in retail outlets are quite often very, very different from those in offices. You cannot tell what effect store lighting will have until your display has been thoroughly tested under actual store conditions and you're generally in for a rude awakening once your pet display piece is under those conditions.

No pre-testing operation would be complete without a comprehensive study of dealer reactions. Because we test every display in many different retail outlets, we come out with a worthwhile, reliable cross section of retailer opinion. Unless the piece can sell merchandise entirely on its own in a self service market, it is of no use to the retailer or to us. We watch closely in pre-testing the space necessary for both the display piece and its accompanying merchandise. Unless the retailer gets rapid turnover and good return for the space we occupy, our promotion is not successful. Before we get into production with any display piece, we must know definitely how much space and merchandise are required to make our ideas pay the merchant.

The second phase of our program is a sound, practical

approach to the dealer. This means simply that we try to do an honest-to-goodness selling job before installing displays. We want every dealer to know what our displays will do and what they won't do; we want him to be thoroughly familiar with our plan. We want him to know when we're coming in with a display, when we propose to remove it. In short, we believe it is just as important that he be sold on our promotions as on our merchandise.

In order that our salesmen can be placed in a position to do the job the way we know it should be done, they are provided with a good schooling in the experiences we have had in our pre-testing operations. They are told to the last detail what the tests have proved. We also provide them with a selling tool—a portfolio from which they can talk. It is brief; it is "fast." In no sense of the word is it a canned sales talk.

It shows the merchant a good picture of the display we are talking about. It shows him the type and kind of a display we intend to build. It points out clearly what we, as a company, are doing to help him sell our merchandise. It puts our representative in a good position to make a sound, practical sales presentation within a matter of a very few minutes. In less than three minutes the listener knows the whole story.

The third guidepost in our (*Continued on page 106*)

Below. Dairy freshness of the product is suggested by the simulated flow of milk from the large cans. Right. A colorful folder carried by the Borden salesmen to give merchants a good picture of the type of display to be built. It's good fun, too.



# DISPLAY GALLERY



3

**1** Procter & Gamble leads off its seasonal dealer promotion with this unique point-of-sale display for drugstore windows. The giant-size three-dimensional bottle and carton dramatize the product. A pretty girl is featured with the publicized Teel "drop." Display by Snyder & Black, Inc.

**2** M. J. Merkin Paint Co., Inc., makes its 6-color all-purpose display available to retail dealers for counter or window use. The unit permits retailers to feature any of the company's products packed in the regular 1-gal. size can. A unique feature of the piece is a hinged flap at the end of the brush in the painter's hand. Designed by Frank Werner. Made by Louis Bressoud.

**3** The tomato-head aristocrat, well-known trade character, goes gentleman farmer with a straw hat and a wheelbarrow-like tumble bin for holding bottles of Heinz tomato ketchup. The subject is almost life-size and is startlingly realistic because it is done in natural color and is three-dimensional. Made of cardboard, it is nevertheless extremely sturdy because of special structural features. It was designed for use in clerk-served stores. Made by Kindred, MacLean & Co., Inc.

**4** It literally "rings the bell." This theft-proof vendor with cash-register action used by the Burgess Battery Co. rings a bell and vends a single flash-light battery from the glass-covered case each time a customer pushes one of the three levers at the

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bottom. Mounted on top of the vendor is a bulb and battery tester. A slotted door at the rear gives access to space inside the display for batteries. Manufactured by Advertising Metal Display Co.

**5** Here is a product that speaks for itself by means of a display. Sunkist lemons fill a large cardboard basket with a transparent window in the front. This is an aid to the housewife who likes to choose her fresh fruits carefully and wants to see that they are all of uniform quality. The humorous-looking man with the lemon head has a refreshing appearance. Bright yellow adds life to the display. Made by The Forbes Lithograph Co.

**6** For the dramatic presentation of its three new sterling silver patterns, Reed & Barton is distributing these handsome "Which Type Are You?" displays to its dealers, traveling the units from store to store. The unit is made entirely of wood with photographs of three pretty girls mounted on locket-shaped plaques. The silver shown directly beneath each girl is supposed to represent her particular type. Made by Kay Displays, Inc.

**7** Flexies educational kits contain rubber pieces cut in many shapes and sizes so that they may be combined to make figures. So that the customer may get an idea of how the various pieces in a set may be combined to form different objects and characters, this display is used in conjunction with the kit. The objects rest on a base over which a cover of rigid transparent sheeting fits. Made by C. W. Zumbiel Co. Rigid transparent sheeting by Celluloid Corp.



7

**8** Sleds are an unusual item to display because they are bulky and do not fit well into regular show treatment. The Kalamazoo Sled Co. uses this effective rack which holds four sleds on each side. Three or four different size sleds may be shown at the same time. Because they are definitely seasonal merchandise, the company had a display unit made that could be used throughout the year by the hardware or other dealer for many different items. Made by Union Steel Products Co.

**9** A point-of-sale piece that ties in with fall sports events is the Carstairs football calendar which lists college and professional games for 11 weeks. Each sheet lists a dozen of the most prominent games of the day and also allows for posting period-by-period score of two other games of local importance. Calendar by Advertising Arts Corp.

**10** The design for Lederle aspirin package is based on the theory that aspirin is carried in purse or pocket for the sake of convenience. The permanently attached sliding lid may be opened easily between thumb and forefinger to dispense one tablet at a time. To emphasize its special convenience, an attractive plastic dispensing unit is made available to dealers. It holds three doz. packages with a minimum of counter space. The dispenser, designed with actual package imbedded in the plastic, is made of pyroxylin sheets with lettering done by the silk screen method. Designed and fabricated by Victor M. Clark Studios. Pyroxylin sheeting by Nixon Nitration Works.



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## Traffic Counts at the Place of Purchase

by LINCOLN JONES\*

There can be no doubt of the advertising mediumship of the point of purchase. An advertising medium does one thing. It exposes a promotional effort to buying power—a group of consumers who can be moved to buy and use the product advertised by the effort exposed. Circulation or the measurement of the size of the group, is the logical basis for fixing media rates and justifying advertising costs. Costs are further justified on the basis of recognizable factors of quality of the group: economic, geographic, racial, cultural and age level.

A piece of advertising material displayed in a retail store is certainly exposed to the group of consumers passing and entering that store. When the material promotes a widely distributed brand of merchandise and is exposed in a number of stores, the size of the group of consumers is equal to the sum of the consumers passing and entering all the stores. This is circulation.

Furthermore, point-of-purchase circulation is measurable; it has been measured and related to the cost of using the medium in dollars and cents per thousand. Carl Percy in 1928 and the A.N.A. Window Display Research later demonstrated that the cost per thousand circulation is far lower for the point-of-purchase medium than for any other form of advertising. This in no way disqualifies any other kind of advertising. It is due entirely to inherent advantages of the point-of-purchase medium not shared by the other forms.

Point-of-purchase circulation measurement is further enhanced by its buying power quality. The first demonstration of quality is the fact that \$42,000,000,000 passed across the counters of retail stores throughout the United States in 1939. Obviously everybody patronizes retail stores regularly—all economic groups, in all geographic areas, of all races, cultures and ages.

\* Consumer Market Council.

Therefore, point of purchase does demonstrate its mediumship by exposing promotional efforts to buying power, by measuring its exposure in terms of circulation, by qualifying its circulation and relating it to the lowest cost obtainable.

We might stop here if all that were necessary was for an advertiser to proceed to send his advertising material out to every retailer in the country. If every advertiser did this, there would be no room in the stores for merchandise. But it is possible to select desirable points which represent complete coverage of the market or any desired part of the market effectively without "plastering the town." Such selection results in the maximum exposure to all of the buying power, at minimum costs and with the least possible waste of advertising effort.

Selectivity is probably the outstanding feature of point-of-purchase advertising. Whereas other media supply the actual selection of markets by means of editorial treatment, entertainment appeal or location with respect to neighborhood living standards, the advertiser must make his own selection of the points at which he wishes to display his advertising in retail stores. This requires effort and the effort can be justified only by the greater circulation per dollar of cost that can be bought in this medium.

The basis of point-of-purchase selectivity is a simple fact that may be observed every day of the week; the point-of-purchase market is concentrated in shopping centers. More than 80 per cent of the sales at the point of purchase are made in stores located in shopping districts which represent less than 40 per cent of the resident population. The A.N.A. Window Display Research plotted enormous concentrations of point-of-purchase circulation in shopping districts within towns and cities by (*Continued on page 110*)

# WE'RE BUSY...



## BECAUSE...



## YOU ARE



1. Materials are being converted fast into Ridgelo clay coated boxboard.

2. Manufacturers are rushing shipments of packaged products.

3. Consumers are buying more cartoned merchandise.

YOU NEED FOLDING CARTONS

They Protect Merchandise from damage. Make awkward products and packages uniform. Identify product and brand (Lost in bulk or unlabeled containers) Save dealer and consumer time in handling. Conserve store storage space. (Make vertical stacking practical) Release other materials essential to defense needs.

of Ridgelo  
CLAY COATED  
BOXBOARD

MADE AT RIDGEFIELD, N. J.  
BY LOWE PAPER COMPANY.

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit  
Gordon Murphy and Norman A. Buist, Los Angeles • A. E. Kellogg, St. Louis • Philip Rudolph & Son, Inc., Philadelphia

# *...but you still have to sell the LADIES!*

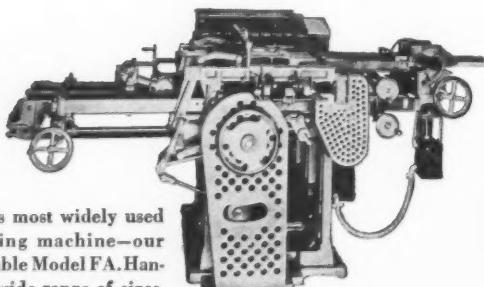
WE may be in what economists call a "seller's market," but don't let that fool you—you still have to *sell the ladies*...They're as keen as ever about values, convenience, style, etc. And they still "go for" those products that are packaged with an eye to attractiveness as well as utility.

Here are some packages designed to win feminine favor. Most of them you will notice show the product, so as to sell on sight. All of them have the neat, perfectly formed wrapping that bespeaks quality and careful manufacture. And, equally important, they are all wrapped at *low cost* on our machines.

In filling wrapping requirements—yours for example—we have a line of over 70 models to draw upon; machines that can handle anything from a razor blade to a package of coal. Our Engineering and Designing Department is also at your service should you require a special type of wrapping machine.

*Why not let us check up on your  
present package and wrapping methods?*

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts  
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO  
Buenos Aires, Argentina: David H. Orton, Maipu 231  
Peterborough, England: Baker Perkins, Ltd.  
Melbourne, Australia: Baker Perkins, Pty., Ltd.



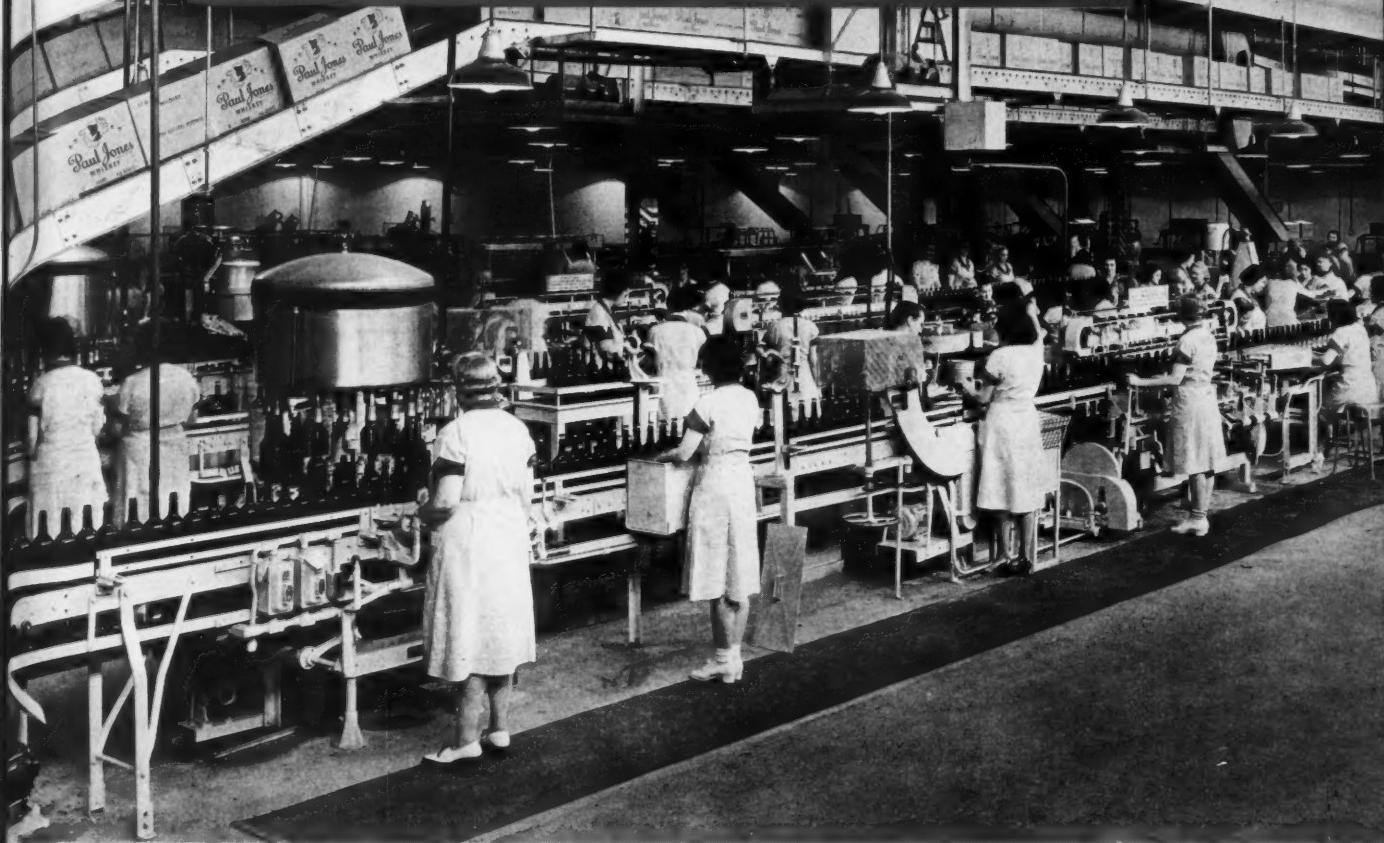
Today's most widely used  
wrapping machine—our  
adjustable Model FA. Handles  
a wide range of sizes.



## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

# PACKAGING TECHNIQUE and PRODUCTION



This comprehensive view of Frankfort's huge bottling department at Dundalk shows packaging operations from start to finish. On the left, the soldier-like line of bottles begins its march, to emerge at the extreme right after being washed, filled, capped, labeled, revenue stamped and all ready to pack for shipment in the corrugated containers.

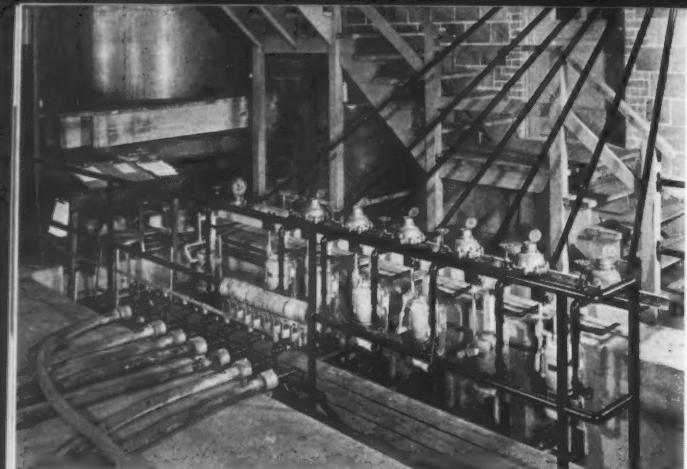
## Liquor, Law and the Bottling Line

Two things impress the visitor at any distillery. One is the nonchalance with which the product is regarded by the workers in comparison with its interest for outsiders. The other is the adaptation of a packaging line to a rigid system of Federal controls, spotted here and there with taxation points.

At the Dundalk plant of Frankfort Distilleries, a third noteworthy point becomes evident: the remarkable smoothness and ease with which an enormous volume of merchandise is packaged and prepared for shipment. A little observation leads to the conclusion that this is made possible because of at least four factors: intelligent workers, competent supervision, carefully planned production lines and mechanical equipment of top quality and design.

"In the public interest," as the lawmakers say,

spirituous liquors are taxed, a principle generally regarded as sound even though its applications may sometimes be puzzling. For instance, a rectifying tax is levied on blends of straight whiskies under four years old, but there is no such tax on blends of straight whiskies more than four years old. Ask the whiskey man why and his answer reveals a bewilderment as great as yours. However puzzling the tax problems may be, there is no lack of definiteness or tangibility about the controls. There are at least ten seals between the processing tank and the bottling operation, most of them under padlock with the keys in the possession of government agents. There are three points where taxes are collected. The first is that at which the whiskey comes out of the bonded warehouse. Here the excise tax is collected. The second is the



rectifying tax, levied on blended liquors but not on straight whiskies. The third is at the place where the revenue stamps are applied to each package. This merely amounts to an assurance that all proper taxes have been paid and everything is legal. These required seals and tax procedures must be fully provided for throughout the processing and packaging operations. Whiskey in barrels is weighed into processing tanks, where it is blended. From these, it is pumped into bottling tanks and weighed again. It is on this weight that the rectifying tax is paid. From then on, throughout the bottling and packaging operations, any loss or spoilage occurs on tax-paid whiskey. Therefore, there is no recourse, little if any reclamation and certainly no refund of taxes.



Perhaps that is one reason why materials for packaging whiskey are tested so carefully before the actual operations begin. The corrugated containers must undergo a 200-lb. test on the Mullen tester and the glass is subjected to numerous inspections. Out of a carload containing 1,800 cases of quart bottles, at least two dozen samples are drawn and checked for physical defects in color, presence of "seeds," stones and blisters, defective lettering, misshapen bottles and correct dimensions. Weight and capacity are likewise checked and a certain number of bottles are cut to determine whether they are of correct thickness. Distribution is checked by means of a light test. This testing procedure is a routine matter in which the glass suppliers cooperate. Daily reports of test results are made to the glass companies. Percentage of rejections is amazingly small because of the care exercised by both the maker and the user.



Preparatory to actual bottling, following blending and filtration, the liquor is pumped up to a pressure tank some 30 or 40 feet above floor level. Incidentally, the consumer will be interested to learn that after the filtration process, there is no further routine test of the "proof" or alcoholic content. Once that is determined in the processing tanks it "stays put." On its way from the pressure tank to the bottling room, the liquor passes through a series of drum-like filters as an extra and final cleansing precaution.



1. Padlocks and seals plus accurate written records mark the passing of various kinds of liquor from processing room up to pressure tank. 2. Emptied from the corrugated containers, bottles are given a final inspection en route to washing machine. 3. Moving at a minimum rate of one per second, bottles are expeditiously filled and capped. 4. Front and back labels are machine applied—and the moving line moves on.



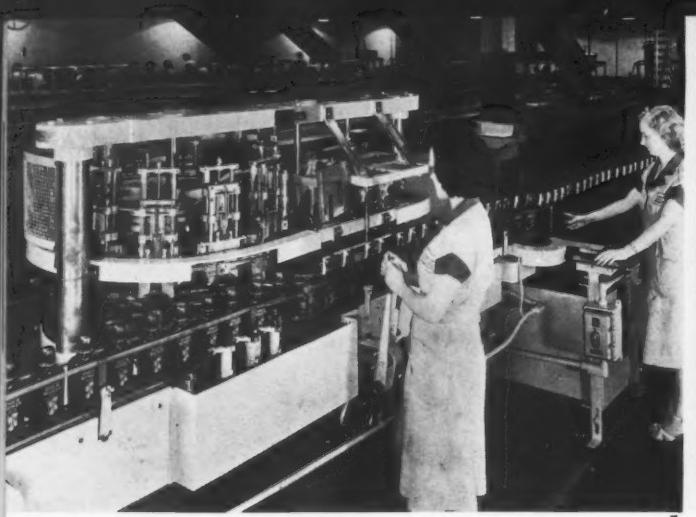
The Four Roses package is featured in most of the Frankfort advertising. Containing a "blend of straight whiskies," the package has an exterior which presents a harmonious blend of colors—red against deep green, lettering in gold, all against a background of amber colored glass. Luster and eye appeal make this glass package useful in window displays.

packaging cycle from bottle washing to packing and marking the container for a minimum of 102 bottles per minute. The cartons of empty glass are delivered by conveyor to the head of the line. Glass is dumped out on the table adjacent to the washer, then the empty carton gets a free ride by conveyor to the other end of the line, where—just as likely as not—the filled bottles put into it could easily be the same ones removed from it at the washing machine. An operator deftly feeds bottles into a "washing machine" where six of them at a time are subjected to a 60-pound stream of air. These bottles then march like soldiers in single file to the filling machine. Here, streams of liquor flow continuously without wasting a drop. Each empty bottle automatically receives its proper amount and moves around

the capping machine to be corked or capped. At this point, visibility assists the inspection for proper fill as the bottles file by to the labeling machines.

What if a bottle breaks or something else happens? It does sometimes, though it is a matter of surprise to the uninitiated how much punishment brittle glass will take as it goes through the various machines. Sometimes a broken bottle may be dexterously lifted out of line by a nimble-fingered girl; sometimes the automatic stop works when a breakage occurs, and sometimes the operator nearest the mishap will touch the switch which brings the machinery to a standstill. When the situation is remedied, machines are started again and the pace is resumed.

It isn't a breakneck pace. Workers appear un-



hurried—they certainly exhibit no nervous speed. The rate is evidently geared to easily possible accomplishment, but smooth efficiency is characteristic of all motions. Not all of the operations are fully mechanized. With a rather wide variety of bottle sizes and shapes as well as different types of labeling to take into consideration complete mechanization is scarcely possible. Almost all sizes of bottles have the front and back labels applied by machine. Neck labels and secondary closures call for semi-automatic operations.

Most amazing to observers is a machine that looks and acts as if Rube Goldberg might have devised it—except that it works! This machine applies revenue stamps to bottle tops in a manner that leaves the onlooker gasping. To watch that production line for a few moments, then turn to a different size bottle line where the same operation is performed by nimble-fingered women, arouses wonder that human hands can accomplish these miracles.

Next in line are the shipping containers which are hand-filled with full bottles, sealed with automatic carton sealers and stenciled with lot number preparatory to going into the storage warehouse or to the shipping room. A labyrinthine conveyor system then comes into play—conveyors going up, conveyors going down,

1. When the bit of pink paper is applied by this machine, Uncle Sam is satisfied that everything is in order.
2. Containers, filled and ready to ship, are on their way to the "print-weight" scale—a final check for shortages.
3. Double lines of conveyors carry containers directly to truck or car-loading platform.

conveyors on the level, conveyors crossing each other, shunting devices to route containers in all directions. All follow one path to the "print-weight" scale that weighs them into storage.

Along one entire side of the building runs a spur track. Conveyor systems along this side of the building permit the orderly but speedy loading of cased merchandise, either on to waiting trucks or into freight cars and the product is on its way toward the thirsty consumer.

To speed it on this journey, Frankfort makes use of the package in its periodical advertising and point-of-sale displays. This is no easy problem, for liquor merchandising is beset with Federal and State regulations and in each state the provisions may differ widely from those of its neighboring state. In the past, dummy cartons were supplied to dealers for display use at the point of sale, but later cartons were dropped, partly because they were no longer needed for tamper-proof purposes and partly because their use was frowned upon by some states. But the glass package itself with its luster and eye appeal makes an excellent feature either in window or in color-page advertising.

Strict accountability all along the line affects as consumers even plant officials. It is learned to the surprise of most people that liquor which officials wish for personal consumption must be purchased in the retail stores at the same prices paid by anyone else. Like the girls who work in confectionery plants, these workers who handle liquor all day long and every working day of the year come to regard it merely as so much merchandise. As the Superintendent of Packaging remarked, "I don't suppose I take four drinks a year, but I taste every bit of whiskey that goes through this plant."

*Credit: Bottle cleaner and labeler by Pneumatic Scale Corp., Ltd. Capper by Aluminum Seal Co. Revenue stamp affixing machine by Wright's Automatic Tobacco Packing Machine Co. Carton sealer by Standard-Knapp Corp. Conveyors by Alvey Conveyor Mfg. Co. Corking wheel by Horiz Mfg. Co.*

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# A B C of Priorities for Machinery Users

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## IF YOU . . .

- A. Think the priorities system is "a lot of red tape"**
- B. Think that shortages of materials are a lot of "phony" talk and scare headlines**
- C. Don't know about using the system to help get materials . . .**

### **HERE'S A MESSAGE FOR YOU!**

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The priorities system, like the Food, Drug and Cosmetic Law in its early days, has so far been nothing but a headache to the business man, large or small, who wants nothing better than to conduct his business in the same way he has always done. He thinks of priorities as a lot of governmental interference which we'd all be better off without. True, something worse—strict rationing, for example—may be around the corner, but today we have the priorities system.

The truth is that priorities, instead of being the disease, are really the cure for a disease. And that disease is SHORTAGES of over 300 kinds of materials that are

used in practically every line of business and which are particularly needed for defense.

What causes all of these shortages of materials? Well, as a Chinese laundryman said in justifying increased prices, "Is a hell of war in Europe," and—whether we like it or not—that results in calls for more of everything—in three ways:

First: We must arm ourselves for defense, which uses materials of many kinds.

Second: We must help the nations actually fighting by sending materials of many kinds.

Third: All this employs—at highest wages in his-

tory—people who have been idle; they now have money to spend; they want automobiles, refrigerators, washing machines, better food, and they can pay for those things. The result is that more materials of every kind are being used.

### Steel as An Example

One specific example concerns the makers and users of packaging machinery:

Steel enters into all these needs. We make more steel than any country in the world. Our annual capacity is 86,000,000 tons. Perhaps we'll expand the facilities enough to make 100,000,000 tons in 1942. As never before, this is a war of mechanization, calling for more metals than in any previous war. But the defense needs and the lend-lease needs will take up at least 35,000,000 tons, leaving 65,000,000 tons on the basis of present production plans for our regular civilian requirements. It simply isn't enough, so we must devise a system to put a "rush" tag on some orders and distribute what is left as fairly as we can. That's what the priority system is for.

### System Based on Law

Let it be clearly understood that this system is based on a law which Congress passed, authorizing the President to set up a priorities system (Section 2-A of Public Act 671) so that if necessary those who won't comply can be properly dealt with. However, that isn't the American way. The far better way will be to comply willingly and as a matter of patriotic duty.

Further it should be realized that it is the intent of the government to keep regular business and production going as nearly normal as possible and to make an equitable distribution of the available supply of all materials subject to taking care of defense needs first.

### Administering the System

To help in administering this priorities system, OPM (Office of Production Management), a brand new organization within the government, has been set up. And the people who are running OPM are business men who want to get back to normal pursuits as soon as they can.

It must be remembered that they are facing an enormous task. This country measures 3,000 miles from ocean to ocean and 1,000 miles from the Great Lakes to the Gulf. It has 130,000,000 people engaged in thousands of different activities—some in plants occupying acres of floor space, some in tiny shops. Even in normal times, there are plenty of problems. Now comes a world conflagration and these problems are increased three or four-fold. And OPM must oversee the distribution of raw materials to insure two results—one, that defense needs are met; the other, that civilian businesses divide up the remainder on a fair basis.

### Machinery Feels the Pinch

Naturally, the users of packaging machinery and all the makers of that machinery, are among the first to feel these shortages. So far, the priorities system to

many of them has meant nothing except an additional burden. The users need equipment and repair parts to continue operation. They can't understand why the manufacturers are unable to supply them when previously these same manufacturers had been so eager for business. The truth is, of course, that the manufacturers are short of material, too, and are obliged to supply repair parts or new equipment according to priority ratings on their orders.

### What to Do About It?

The user first must learn the answers to these questions:

1. What are these priority orders?
2. How do they work?
3. Where do you get the blanks and what do you do with them?

Just imagine a huge pile of machinery, parts and other materials, not enough to go around, but which must be used according to what is most important. This pile of material is guarded over by OPM custodians to whom come the users telling why they should be given preference. The government expects each business man to learn how the system works.

### Getting New Material or Equipment

If they need material or equipment and cannot get it without a preference rating, they must then use the PD-1 blank, "Application for Preference Rating." These blanks may be obtained (1) from OPM at Washington, or (2) from the nearest OPM office (complete list of OPM offices will be found at the end of this article) or (3) from the manufacturers of the materials.

Five copies of this form PD-1 must be made out, each one a different color. The applicant must be the user of the material. He retains the fifth copy and sends the other four to the Director of Priorities, OPM, Washington, D. C. Use typewriter to fill out these blanks.

Instructions on this blank point out that "a separate application must be filed for each case presented. 'Each case' means each need for specific material which can be filled by a single supplier and which is for use in completing a specific contract." Where naming a specific contract is not possible by reason of your methods of production, you should identify your customers by type or explain the use to which your finished article is usually put.

This PD-1 form consists of two sheets and both sides of each sheet must be filled out. The original, that is the white copy, must be sworn to before a notary public and signed by a responsible official of the applicant. These blanks should be filled out as fully as possible *and in your own language*. In giving reasons state the exact facts.

### Government Orders

If you have a government order, other than army or navy or certain government agencies, which you cannot fill unless you obtain help from OPM in getting materials, all you need to do is to put on your PD-1 application the number of the government order. All govern-

ment defense orders for materials on the critical list bear preference ratings which are extended on special forms and may be re-extended to suppliers on a corresponding form obtainable from the government service or agency which issued the prime contract.

### Civilian Requirements

If the material you need is to be used for civilian purposes, you can give such reasons as the following: (1) Raw materials being constantly used must be replaced if your operations are to continue. (2) If you do not receive the raw materials you will be obliged to shut down, thereby throwing workers out of employment. (3) If you do not receive the raw materials you will be unable to manufacture goods indirectly related to defense. (4) If you need new machines you should explain why your old ones can no longer be used or repaired. (5) You will suffer undue hardship if you do not receive the material, because it will oblige you to waste other materials which you have on hand. (CAUTION: Do not make any statement you cannot support by facts!)

Again it is pointed out that these explanatory notes should be in your own language and should faithfully and truthfully represent your circumstances. For example, a rating of B-1 was granted to a petitioner who presented as his reasons for requiring new equipment the following: "Coffee is an essential food in the diet of the country and is, therefore, of the utmost importance to civilian economy. The material on order is packaging equipment for our coffee and is necessary for our operation." DO NOT COPY THIS! Write your own ticket in your own words. The more specific your explanations are, the greater is the possibility of favorable consideration.

Permission has been given to reproduce form PD-1 provided you follow the format, color, number of sheets, etc., required by the government.

The OPM, Division of Priorities, will pass on your application and give it a rating in accord with its apparent importance, judged by the reasons you have given. The highest rating usually given is A-1-a which is granted only to urgent and direct defense orders. Other defense orders may be given a rating between A-1 and A-10. Civilian requirements are rated B-1, B-2, B-3, etc.

When the Division of Priorities returns your application you will find that the preference is stamped on with what looks like a check-protecting device. You may photostat this and attach the photostatic copies to orders sent to each supplier. This becomes your supplier's authority for two things: First, for supplying you with the merchandise which otherwise you would not be able to obtain at all and, second, for pushing it through his plant in accordance with the rating which it has been given by OPM. If the supplier has difficulty in obtaining materials, he in turn makes application for a PD-1 rating, referring at the same time to his customer's application.

### Maintenance and Repair Material

So far for the new equipment and raw materials. For maintenance and repair materials the procedure is a little different. In these cases you do not need a PD-1 application. October 15, the Division of Priorities of OPM issued an amendment to Preference Rating Order P-22. Its purpose is "to keep the economy in good running order"—that is, the government is determined not to let essential industries break down and this amendment is intended to lengthen the life of machinery and equipment during the emergency, which in normal times should be scrapped as obsolete.

Note that this is also a means of obtaining operating supplies, such as fuel, which are used up in the manufacturing process. The amendment does not apply to retail establishments but is intended to help the nation's industrial plants—large and small.

Under this amendment an A-10 rating (a defense rating) is granted to the following:

- (1) Any governmental unit;
- (2) Any individual, partnership, association, corporation or other form of enterprise engaged in one or more of the following activities or acting in one or more of the following capacities to the extent that it is so engaged or so acts:
  - (a) Manufacturing, processing, or fabricating;
  - (b) Warehousing—maintaining warehouses for storage or distribution of any material;
  - (c) Wholesaling—acting as a distributor of products sold to manufacturers, wholesalers, retailers, or other persons not consumers.
  - (d) Charitable institutions—any charitable or eleemosynary institution which is recognized as such for purposes of the Internal Revenue Laws of the United States;
  - (e) Carriers—urban, suburban and interurban common or contract carriers of passengers or freight by electric railway, electric coach, motor truck, or bus, including terminals; shipping—commercial carriers of freight and passengers by ocean, lake, river or canal, including terminals;
  - (f) Educational institutions (including vocational training);
  - (g) Printers and publishers;
  - (h) Radio—commercial broadcasting and communications;
  - (i) Telephone and telegraph communications; including wire services;
  - (j) Hospitals, clinics and sanitariums;
  - (k) Petroleum—discovery, development and depleting of petroleum pools.

### The Declaration

No application is required to be sent to OPM if a manufacturer needs maintenance or repair materials. He simply places his repair order with a supplier and on the face of the order and all copies he signs the following statement: "Material for maintenance, repair, or operating supplies—Rating A-10 under Preference Rat-

ing Order P-22, as amended, with the terms of which I am familiar." To prevent improper use it is stipulated:

1. Purchase orders for repair, maintenance and operating supplies must be made up separately from all other orders, if the rating is used.

2. The rating must not be used if the material can be obtained without a rating.

3. Producers using the rating may do so only to obtain materials in quantities which are not above certain 1940 levels as defined in the order; provided, however, that the Director of Priorities may permit larger quantities of materials to be ordered and used in proportion to any increase in operations over last year's levels.

4. Misuse of the plan may result in punitive action.

5. Utilities and mines covered by separate repair orders are not covered by the present order. However, the plan does apply to all other establishments previously covered by Preference Order P-22, which is now revised by the new plan.

When you use the "P-22 as amended" method, you do not need to notarize any papers, but merely write the declaration as given above on your orders, which orders must be signed "by a responsible official (of your company or firm) duly designated for such purpose." It is assumed that this will be used only in good faith. The user must be actually familiar with Preference Rating Order P-22. A copy can be obtained

from your nearest OPM office or Federal Reserve Bank. The success of this entire system depends on fair play to keep our national production going. It is not intended to be used under any circumstances for forward buying. In other words, if you try to use this priorities system to pile up inventories you will only help to bring on greater shortages which can result only in one thing: namely, the imposition of a severe and rigid allocation system of rationing. You also will make yourself liable for prosecution under the criminal code.

Furthermore, it is pointed out, you and your suppliers are all in the same boat. Your supplier wants nothing more than to keep his own business going. He is willing to do his share in defense production, but he knows that when the emergency is over, he must look to you as before for orders to maintain his plant. Under the law both you and he must accept defense orders regardless of what regular business you have in your plant. But an honest and fair use of the priorities system will help to keep both kinds of business going.

The success of the priorities system depends on truthful statements and consideration for the other fellow. Shortages necessitate these governmental controls. If priorities privileges are abused they will be withdrawn to make way for something much more harsh. The priorities system is the law of the land and for the future benefit of our land it will be enforced. But willing compliance should come first.

#### These OPM District Offices are ready to help you.

City, State	Local Address	District Manager
Atlanta, Ga.	104 Marietta St.	John B. Reeves
Baltimore, Md.	Baltimore Trust Bldg.	Theo. M. Chandee
Boston, Mass.	30 Pearl St.	William P. Homans
Buffalo, N. Y.	M. & T. Bank Bldg.	Paul R. Smith
Charlotte, N. C.	Liberty Life Bldg.	J. E. MacDougall
Chicago, Ill.	164 W. Jackson Blvd.	Warren G. Bailey
Cincinnati, Ohio	34 E. 4th St.	Bruce W. Burroughs
Cleveland, Ohio	East 6th St. & Superior Ave.	William T. Walker
Dallas, Texas	Wood & Akard Sts.	James B. Crockett
Denver, Colo.	U. S. Nat'l. Bank Bldg.	Virgil L. Board
Detroit, Mich.	160 Fort St., West	Walter Hall
Helena, Mont.	Federal Reserve Bank Bldg.	Oscar A. Baarson
Houston, Texas	Federal Reserve Bank Bldg.	Geo. L. Noble, Jr.
Indianapolis, Ind.	Circle Tower Bldg.	Albert O. Evans
Jacksonville, Fla.	Hildebrandt Bldg.	George H. Andrews
Kansas City, Mo.	Federal Reserve Bank Bldg.	Clifford H. Carr
Knoxville, Tenn.	Todd Bldg.	Dyer Butterfield
Louisville, Ky.	1151 So. Broadway	James T. Howington
Los Angeles, Calif.	Sterick Bldg.	G. Howard Hutchins
Memphis, Tenn.	Rand Tower Bldg.	J. S. Bronson
Minneapolis, Minn.	1015 Stohlman Bldg.	Willard F. Kiesner
Nashville, Tenn.	.....	Geo. S. Gillen
New Orleans, La.	33 Liberty St.	John A. Bechtold
New York, N. Y.	Federal Reserve Bank Bldg.	Philip M. McCullough
Oklahoma City, Okla.	925 Chestnut St.	C. F. Aurand
Philadelphia, Pa.	Grant St. & Ogle Way	Frederick W. Slack
Pittsburgh, Pa.	Bedell Bldg.	Charles F. Cruciger
Portland, Ore.	Federal Reserve Bank Bldg.	J. Fred Bergesch
Richmond, Va.	411 Locust St.	Fred P. Wilmer
St. Louis, Mo.	Utah Oil Bldg.	Louis E. Crandall
Salt Lake City, Utah	415 W. French Place	Ralph E. Bristol
San Antonio, Texas	400 Sansome St.	Carl L. Pool
San Francisco, Calif.	957 Stuart Bldg.	Andrew L. Kerr
Seattle, Wash.	.....	William D. Shannon

# Coatings for Fibre and Metal

by C. W. PATTON\*

**P**rotective coatings for the packaging industry are of necessity compelled to meet extremely high standards of performance. They must, in general, protect the base material of the package from action of the contents, protect the contents from action of the package base material; or, as in the case of paper containers, protect the contents from outside influences. In addition, the coating itself must have no deleterious effect on either the package contents or its structural base. Briefly, the coating, in so far as performance in the finished package is concerned, should be an inert, two-way barrier.

The manufacture of most packages whether they are paper or metal makes additional requirements of protective coatings. It is a general practice and a desirable one from the point of production efficiency to coat package stock in the flat sheet or roll form and subsequently fabricate to finished shape. There are instances where partial fabrication takes place before application of the coating, but, in any event, there are likely to be severe standards for the coating to meet in maintaining a high degree of continuity after folding, crimping, spinning, stamping or other operations involving deformation of the base material.

Since fundamentally the ultimate consumer is more interested in the product contained in the package rather than the package itself, it is obvious that low unit cost limitations are likely to be imposed upon the package, which automatically imposes proportionate limitations on any coating involved. Everything that can be done to enable the package, so to speak, "to deliver the goods"

more attractively, to permit greater ease of use and "to deliver the goods" in as near perfect condition as possible eases the economic limitations placed on the package and justifies a slight increase in unit cost. In view of current conditions, this economic factor may be overshadowed by relative availability of various coatings materials.

The complexity of package coating problems indicates the great desirability, if not absolute necessity, of thorough cooperation on the part of the packager, the package manufacturer, the coatings manufacturer and the producer of base materials for coatings. The packager knows the exposure conditions to be met and the package manufacturer is fully cognizant of fabrication problems. The role of the coatings manufacturer is to search for and choose base materials having necessary properties of resistance, etc., to compound them and furnish instructions so they can be applied properly. The coatings manufacturer must also in many cases devise relevant accelerated tests in addition to the control tests required by the fabricator.

There are definite limitations to variations in the basic properties of coatings materials which can be accomplished by changes in compounding or formulation, hence the raw materials producer may be called upon to make such necessary chemical modifications as are possible and to develop new base materials for the coatings manufacturer. To the raw materials manufacturer also falls the responsibility of continuously producing large volumes of uniform, high quality base materials.

\* Plastics Division, Carbide and Carbon Chemicals Corp.

TABLE I. PHYSICAL PROPERTIES OF COMMERCIAL PLASTICS

Resin	Vinyl chloride Acetate Copolymer (86-14, ca 12M. mol. wt.)	1/2 Sec. R. S. Nitro cellulose	Cellulose Acetate High Mol. Wt. Airplane Dope Grade	Ethyl Cellu- lose (100 cp.)	Ethyl Cellu- lose 35 cp. Coating Grade	Rubber Derivatives
Thinner Used in Producing Films	75 Methyl Amyl Ketone 25 Hexone	Same as for Vinyl Resin	25 M.E.K. 25 Me Cs 50 Me Cs Ac.	75 Xylo 15 EtOH 10 BuOH	75 Xylo 15 EtOH 10 BuOH	Chlorinated Cyclized
Moisture Permeability g./cm. thick/hr./- $\text{cm.}^2 \times 10^7$	7.9	61.1	398	181	219	.32
Plund Hardness (grams to produce equal indent)	1,490	2,380	1,950	1,410	1,630	Too brittle
Tensile Strength lb./sq. in.	4,910	8,980	11,180	8,140	7,550	Too brittle
Pfund Flexibility						
Film Thickness, inches	0.0031	0.0032	0.0029	0.0028	0.0025	....
No. of Flexes to give white line	1	No line	No line	15	30	1
No. of Flexes to cause break	No end pt.	6	15	46	140	<1
(Ethyl cellulose showed great elongation on tensile strength test.) (Depolymerized rubber stripped from tin with mercury.)						

**TABLE 2. EFFECT ON PLASTICS OF IMMERSION FOR 7 DAYS IN CHEMICAL REAGENTS AT 25° C.**

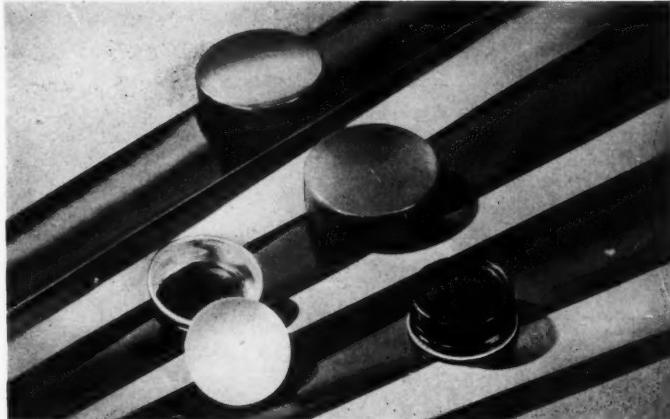
Pheno-formal-dehyde-laminated (a)	Urea-formaldehyde-molded	Urea-formaldehyde-laminated	Vinyl-chloride-acetate resin	Vinyl butyral resin	Methyl methacrylate resin	Styrene resin cast	Cellulose nitrate	Cellulose acetate	Ethyl-cellulose No. 1	Ethyl-cellulose No. 2	Casein plastic
30% Sulfuric acid	Edges swollen Edges swollen Edges swollen Edges swollen Edges swollen Edges swollen None	Surface roughened Surface roughened Surface roughened Surface roughened Surface roughened Surface roughened None	Surface attacked Surface attacked Delaminated	None None Cloudy	None None Cloudy	None None None	None None Decomposed	Crazed; softened Swollen	None None None	None None None	Rubber
3% Sulfuric acid											Swollen; rubbery
10% Nitric acid											Swollen; cracked
10% Hydrochloric acid											Swollen; cracked
5% Acetic acid											Rubbery; split
Oleic acid											None
10% Sodium hydroxide											Decomposed
1% Sodium hydroxide											None
10% Ammonium hydroxide											None
2% Sodium carbonate											None
10% Sodium chloride											None
3% Hydrogen peroxide											None
Distilled water											None
50% Ethyl alcohol											None
95% Ethyl alcohol											None
Acetone											None
Ethyl acetate											None
Ethylene dichloride											None
Carbon tetrachloride											None
Toluene											None
Gasoline											None

Adapted from paper "Resistance of Plastics to Chemical Reagents" by G. M. Kline, R. C. Rinker, and H. F. Meindl presented at A. S. T. M. meeting, Chicago, June 24, 1941.

(a) The resistance data obtained from a laminar structure composed of saturated paper or cloth would depend not only on the choice of varnish and degree of "cure," but also on the type and quality of the laminating stock used.



Above. Representative products packed in bottles and jars with closures that use calendar-coated, cap-liner paper. Right. Closures fabricated from coated sheets of black-iron and tin-plate. Continual research has resulted in metal treatments which are better adapted to the many rigorous requirements of package fabrication.



The tables of physical properties offered by raw material suppliers are helpful in getting a general perspective of the merits of their materials. Combinations of these tables, such as Tables 1 and 2, facilitate comparison.

The properties of pure base materials are often subjected to considerable modification when compounded into coatings. For example, cellulose nitrate does not have particularly high resistance to moisture vapor transmission. However, by incorporation of suitable resins and waxes its impermeability to moisture vapor transmission is greatly increased. In fact, it is this type of coating which is used on cellophane to produce moisture-proof cellophane. Conversely, a base material may have good all-round resistance to chemicals and yet not be sufficiently flexible or ductile to withstand severe fabrication. The incorporation of necessary agents to impart flexibility may then decrease the chemical resistance of the finished coating as compared with the original base material. Often base materials of the same general

family, but of slightly different chemical composition, may have divergent properties that are not fully brought out in the customary tables of physical properties and chemical resistance. For example, a coating of high viscosity 95-5 vinyl chloride-vinyl acetate copolymer will withstand boiling water for hours with no deleterious effect, whereas a lower viscosity copolymer of lower vinyl chloride content may rapidly develop a temporary blush under these conditions. The effect of formulation and application on the moisture vapor transmission of vinyl chloride-vinyl acetate paper coatings are shown by data in Table 3. Data on moisture-proof cellophane and a different composition vinyl-chloride-acetate resin are included for comparison.

Table 4 lists comparative properties of various coatings used in the packaging field. Allowances have been made, in so far as is possible, to cover the usual variations in base materials affected by different formulations. It is quite possible that general changes may occur in the near

**TABLE 4. METHODS OF APPLICATION, FABRICATION PROPERTIES AND USES OF COMMERCIAL COATINGS**

Coatings based on	Type of solvents generally used in applying coating	Mode of application: S—Spray R—Roll-coat D—Dip	Approximate baking or drying temperatures in degrees Fahrenheit and function of drying	Fabrication properties of coating on paper and/or metal	Generally used for protection against	Typical Coating uses in the packaging industry	
						Oils, greases, abrasion —in absence of water Abrasion, moisture vapor	Oil to grease resistant packaging papers Paper label coatings and moisture-proof coatings for regenerated cellulose
Cellulose acetate	Ketones, chlorinated hydrocarbons Esters, ketones, alcohols, aromatic hydrocarbons	R or D preferred	Air-dry, force-dry 150-200 to remove solvents Air-dry, force-dry 150-180 to remove solvents	Excellent on paper. Use on metals limited Fair	Oils, greases, abrasion —in absence of water Abrasion, moisture vapor	Abrasion, corrosive agents, water	Moisture-proof combination label and outer wraps for food products. Wax mixtures used on Cellulose derivatives for cheese wraps, etc.
Cellulose nitrate	Ketones, aromatic hydrocarbons Aromatic and aliphatic hydrocarbons	R, D, or S	Air- or force-dry to remove solvents Air- or force-dry to remove solvents	Fair	Fair (wax mixtures on paper or cellulose derivatives amply flexible)	Abrasion, corrosive agents, water, moisture vapor	Paper label coatings
Chlorinated rubber	R, D, or S. Also mixed with waxes and applied molten	R, D, or S	Air- or force-dry to remove solvents	Excellent on paper. Use on metals limited Good	Corrosive agents in general in absence of alcohol	Comparatively recent developments. Uses not as yet extensive	Cap liner paper, chemical-resistant linings for cans in which food is cooked after packaging the majority of outside coatings on metal containers, lithographing varnishes, etc.
Cyclized rubber	R, D, or S. Also mixed with waxes and applied molten	R, D, or S	Air- or force-dry to remove solvents	Fair	Abrasion, high temperature contact with water, mild corrosive agents, solvents and dilute alkalies	Solvents, abrasion, acidic materials	Solvent resistant linings for metal containers. Outside coatings for metal containers
Ethyl cellulose	Alcohols, esters, aromatic hydrocarbons	R, D, or S. Also mixed with waxes and applied molten	Bake to harden, and remove taste or odor, 200-500 depending on time and degree of hardening desired	Fair to good	Abrasion, all solvents, acids, greases, fatty acids, water and steam, wines, milk and other beverages	Mild abrasion, soiling	High gloss, abrasion and chemically resistant coatings for drums. Inside coatings for solvent and acid chemical containers
Methacrylate polymers	Ketones, esters, certain grades soluble in aliphatic hydrocarbons Aliphatic and aromatic hydrocarbons	R or D usually employed	Bake to harden, and lessen taste or odor, 200-500 — depending upon time and degree of hardening desired	Fair	Abrasion, all solvents, acids, greases, fatty acids, water and steam, wines, milk and other beverages	Abrasion	High-gloss, abrasion and chemically-resistant label coatings. Cap liner paper for foods, drugs and cosmetics. Paper Hood closures for milk bottles, metal jar cap coatings. Linings for beverage and fruit juice containers. Linings for metal pails and drums for dye pastes, bleaching solutions; syrup concentrates, and fatty acids and aliphatic solvents, and collapsible tube linings
Oleo-resinous materials (drying oils reacted with various synthetic resins)	R or D usually employed S also	R or D usually employed S also	180-225, to remove solvents Bake to harden, 200-500	Poor	Excellence, varies with viscosity of resin, apparently limited only by ductility of surface coated	Fair	Beverage can linings, bread wrapping paper, cereal packages, and majority of miscellaneous coated paper wrappings
Phenol - formaldehyde and drying oil combinations	Alcohols, esters or hydrocarbons	S or D, occasionally R	Bake to remove solvents and promote adhesion 200-275 on paper and 335-400 on metal	Fair	Abrasion, petroleum solvents, oils, alcohols, strong corrosive agents, water	No baking required. Cool to harden	Moisture, water, soiling, corrosive agents
Spirit-soluble "heat-reactive" resins (phenol-formaldehyde)	Alcohols, ether-alcohols, aromatic hydrocarbons	R, D, or S	R, D, or S. Can be calendered-coated without solvents				
Spirit-soluble resins (spirit varnishes) Urea-formaldehyde	Ketones, aromatic hydrocarbons	Usually R					
Vinylchloride-vinyl acetate copolymers	No solvents required. Applied molten or in aqueous suspension	D or S					
Waxes							

future, because current research on protective coatings for use in the packaging field has been intensified by national defense demands on strategic metals, such as tin and aluminum. Shortages of imported coatings materials, such as wood oil, which were formerly available

TABLE 3

MOISTURE VAPOR TRANSMISSION DATA ON VINYL CHLORIDE-VINYL ACETATE COPOLYMER COATINGS OF VARYING FORMULATIONS

FORMULA	Coating Thickness, Inches	Gm./Sq. Meter per 24 Hours
(1) 86-14, VC-VA, plasticized, calender coated, plain	.0020	43.0
(2) Same as (1), except waxed	.0020	4.8
(3) 86 VC-14 VA Resin, unplasticized, deposited from solution	.0005	84.0
(4) Coating (3), + 10% plasticizer	.0005	103.0
(5) Coating (4), + 20% wax	.0005	53.0
(6) Two coats, similar to (3), top coat containing wax	.0008	3.4
(7) 95 VC-5 VA Resin, unplasticized	.0005	60.0
(8) Moisture-proof cellophane	—	15.0-31.0

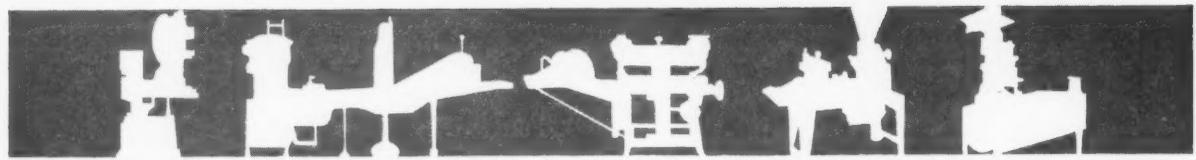
in large quantities, also affect the coatings industry.

Another factor, is the use of chemical or electrochemical treatments prior to coating. Such processes have been used to advantage in the automotive, refrigerator, aircraft and other industrial fields for a number of years. These treatments greatly reduce and in many cases practically eliminate the spread of corrosion or rusting on metal surfaces surrounding an area where rupture of the organic protective coating has occurred. Metal treatments also promote adhesion and in some instances permit lower temperature baking of protective coatings. In the past, these treatments have produced relatively thick deposits of a crystalline nature which did not withstand the deformation encountered in fabrication of metal packages. Furthermore, the use of tinplate has to a large extent lessened the advantages of such treatments. Continual research has resulted in metal treatments which are much better adapted to the rigorous requirements of package fabrication, hence increased usage in the package industry appears probable.

Metal beverage containers lined with an alcohol, water-resistant, tasteless, odorless protective coating.



Examples of fabrication properties of properly formulated protective coatings. (Coasters, coated in flat sheet form, embossed, and edges then rolled over one to one-half revolutions to form rigid outer rim.)



# EQUIPMENT and MATERIALS

## MOTORIZED TAPE SEALER SPEEDS PRODUCTION

By installing motorized sealer for scotch tape, the Thompson Products Co. of Cleveland can now seal five times as many boxes as formerly. Until recently two girls sealed 18 boxes per minute—nine per girl. One motorized sealer stepped up production to 25 boxes per minute for one girl, including packing in a hand truck. Using a dual set of sealers, as illustrated, this production



was speeded to 45 boxes per minute for one girl with each box sealed in two places. This new sealer, sold by Minnesota Mining and Mfg. Co., automatically cuts and applies a uniform length of tape as the boxes are passed over two rollers. The new motorized sealer was developed to speed production for packaging products in telescope boxes such as shoes, automotive parts, electrical appliances, clothing, food, leather, plastic and rubber goods, baked goods and confectionery.

## SLIDE RULE THAT DOES EVERYTHING

A new slide rule is on the market which the makers claim will not only do the usual tricks a slide rule performs but will add, subtract and convert decimals of an inch, fractions of an inch and millimeters interchangeably so that answers may be read in decimals, fractions and millimeters. It is designed as an aid in making and checking calculations for mechanical drawings, laying out machine-shop jobs, etc. Made by Sum-Up Slide Rule Co.

## ARTIFICIAL SNOW ON ANY SURFACE

The application of glistening artificial snow to any surface is a new display process announced by Greggory, Inc. This new process is claimed to be a specially prepared snow mixture firmly applied to fabrics, boards and papers, and does not rub off.

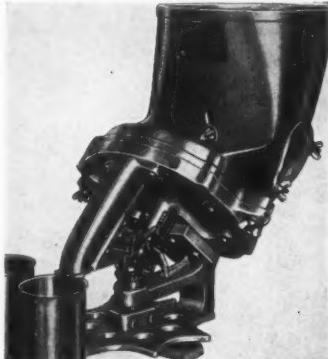
## NEW TENSOLITE SHEETING AND TAPE

The Tensolite Corp. has announced two new packaging products in the form of colored transparent sheeting and wrapping tape

made possible by converting rubber derivative film. This new patented process changes the molecular structure which gives this Goodyear Tire & Rubber Co. product an entirely different quality. The material comes in a wide range of colors, has strong resistance to tearing, is moisture-proof, water-proof and acid-proof. The ribbon tape, which comes in plain and duo-color effects, will find welcome acceptance as a substitute for silk ribbon. It is very strong, ties easily and has long shelf life. The sheeting is not only very colorful, but is soft and wraps easily.

## IMPROVED TABLET DISPENSER

Scientific Tablet Co. reports an improved design for its tablet dispenser. This unit is made for use by canners to dispense flavoring materials such as salt in tablet form. On a conveyor line it delivers one tablet into each container passing on the line. Maximum operation of 120 tablets per minute is claimed. Power is supplied by the containers themselves. The tablets are stored in a hopper and move from this hopper to fill cavities in a revolving plate as the plate is indexed by a star wheel that contacts the containers.



## STOCK BOTTLE

More and more packagers are adopting stock bottles during the present situation when there are delays on specially designed items. This bottle, adopted by Le Sonier for eau de cologne, is one of the new stock bottles made available by the Carr-Lowrey Glass Co. Packagers find that stock bottles may be individualized and given their own particular character through use of distinctive labels and closures.



## ICE BLOCKS AND GRECIAN FLUTINGS

Sherman Paper Products Corp. announced its complete line of Christmas display materials in a recently issued catalog. This included such items as massive Grecian flutings, an all-over pattern board simulating ice blocks, Santa Claus panel in red, white and blue, etc.

## FIBRE POURING SPOUTS FOR FIBRE CANS

Fibre cans with fibre pouring spouts have been developed by the Sefton Fibre Can Co. as a substitute for metal pouring spouts at this time when metal is difficult to obtain.

# NOVEMBER 1941



## DEFENSE . . . PRIORITIES . . . shortages . . .

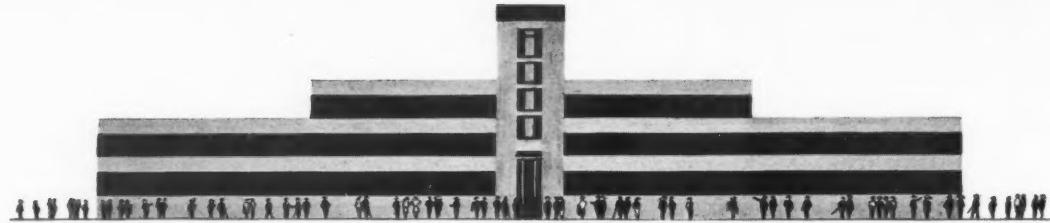
Thousands of our customers engaged in Government contract work . . . making munitions, gas masks, bandages, textiles, shoes, and equipment; packing and labeling foods, pharmaceuticals, and a thousand-and-one items for the boys in uniform.

Hardly a one of these products that does not require adhesives or starches—which we are supplying in steadily increasing quantities.

To meet these Defense needs, and at the same time supply our customers with their normal requirements, our plants are working at full capacity. Despite unprecedented conditions, we are bending every effort to justify the confidence of many long-standing customers in our quality and service.

Help us to help you keep the wheels turning, by limiting your orders to necessary quantities, and by affording us as much time as possible for the execution of your orders.

**NATIONAL ADHESIVES**  
DIVISION OF  
**NATIONAL STARCH PRODUCTS INC.**



## PLANTS and PEOPLE



WILLIAM M. BRISTOL, JR.

**William M. Bristol, Jr.**, Vice President and Director of Bristol-Myers Co., has been appointed chief of the Health Supply unit of the purchasing division of the Office of Production Management in Washington. Mr. Bristol will administer the health supplies rating plan of OPM under which high priority ratings are given users of bulk medicinal chemicals and other drug products in order to keep production up without affecting individual pharmaceutical or proprietary drug manufacturers.

**The Cameron Machine Co.**, Brooklyn, N. Y., announces plans for a \$100,000 extension to their assembly floor. The company expects this expansion to accelerate the building of their machines, many of which are used by their customers in connection with fulfilling defense contracts.

**Ever Ready Label Corp.**, New York City, has appointed Charles Sacks its new plant-production man. He succeeds Fred A. Kissner, who recently resigned.

**Turner Construction Co.** has been awarded the general contract for repairs and alterations of the Colgate Palmolive-Peet Co.'s 7-story factory building in Jersey City, N. J., as well as the contract for the construction of a new \$500,000 manufacturing unit for the same company at the company's Jeffersonville, Ind., plant.

**R. K. Ferguson**, President of Taggart Corp., announces the project for the building of a new bag factory with a capacity of 250,000 bags per day to be located adjacent to the paper mill of the Chesapeake-Camp Corp. at Franklin, Va. The new factory is expected to be in operation by January 1 of next year.

**Promotions in the Chain Belt Co.**, Milwaukee, are as follows: A. W. Thomas has been appointed Sales Manager of the Construction Machinery Division, D. A. Kalton, Assistant Sales Manager, and A. J. Frank, Assistant to the Manager of that division. All have been connected with the company for many years and have had extensive experience in the construction machinery field.

**Louis E. Leverone**, Vice President and General Manager of Stein, Hall Mfg. Co., Chicago, was elected President of the Illinois Chamber of Commerce by the board of directors at the organization's recent annual convention.

**The promotion of Hugh Crawford** from Manager of the Anchor Hocking Glass Corp.'s Pacific Coast Closure Division to Manager of the entire Closure Division is announced by W. V. Fisher, Vice President and General Manager of the company.



From left to right:  
J. J. LYNCH, H. A. PINNEY, R. M. ROBERTS, H. H. HOWRY

**The American Can Co.** announces that it has effected changes within its organization so that the administration of both Packers Can and General Line Sales, in all districts east of the Rocky Mountains, will be through two new Sales Division Offices—the Atlantic Division Sales Office and the Central Division Sales Office. As a result of this reorganization, the following changes in personnel are announced: R. M. Roberts has been made Manager of Sales, and H. H. Howry, Assistant Manager of Sales, Atlantic Division; J. J. Lynch, Assistant to Vice President, in charge of the Central Division, and H. A. Pinney, Manager of Sales for that division.

**E. E. Diedrichs** succeeds S. Hicks as Sales Manager of the Eastern Division of the Arabol Mfg. Co. Mr. Diedrichs has been associated with the company for 15 years and was formerly Manager of the Philadelphia district.

**Corporate name of Hydrocarbon Chemical & Rubber Co.**, Akron, Ohio, jointly-owned enterprise of the B. F. Goodrich Co. and the Phillips Petroleum Co., has been changed to Hycar Chemical Co., according to R. W. Thomas, President. The firm now manufacturing synthetic rubbers in Akron has been recently designated by the Defense Plant Corp. to build and operate another synthetic rubber plant to be located at Louisville, Ky.



E. E. DIEDRICHES

### OBITUARY

**Paul Muller**, Eastern Sales Manager for the Owens-Illinois Glass Co., died September 24 at his home in Westfield, N. J., after a prolonged illness. He was 54 years old.

**Louis Traung** of Stecher-Traung Lithograph Corp. died October 4. Mr. Traung survived his twin brother, Charles, by more than a year. Both were widely known in lithographing circles.

**Dr. Ruel A. Jones**, inventor of packaging machines, died October 20, in Cincinnati, after a short illness. He was President of R. A. Jones & Co.



## as a matter of fact...

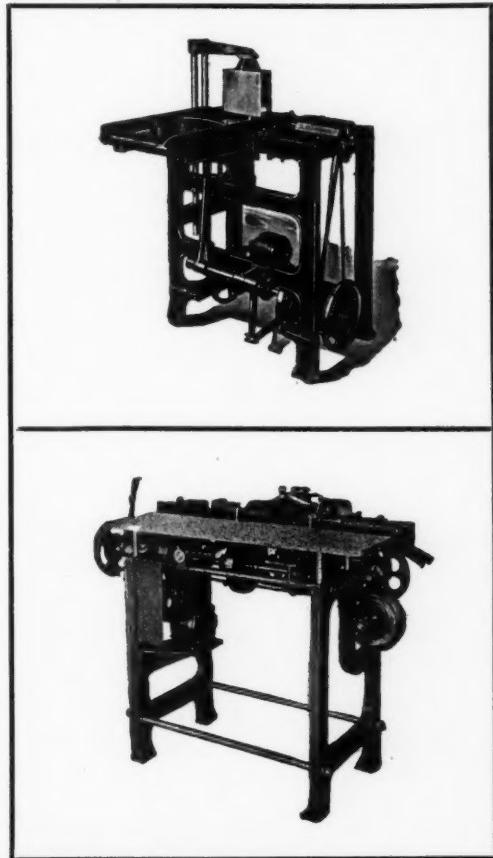
these cartons are those of only a few of the leaders who are using Peters equipment to handle their cartons economically. It would be impossible to show cartons from all of the companies using these machines and we therefore have shown only a handful.

In modern industry, machines are essential for any degree of success and they are as necessary in your packaging department as anywhere.

The first of the two machines shown is the Peters Junior Carton Forming and Lining Machine which sets up 35-40 die-cut "Peters Style" cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. If desired, this machine can be made adjustable.

The second machine shown is the Peters Junior Carton Folding and Closing Machine which receives the cartons after they have been filled and automatically closes them at speeds of 35-40 per minute, requiring no operator. This machine can also be made adjustable.

{Send us a sample of each size carton you are interested  
in handling and we will promptly recommend equipment to meet your specific requirements.



# PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois



## from here and there

**A Clinic on Packaging**, directed by Herbert Kaufman, was conducted by the General Printing Ink Corp. October 15 at the New York Trade School. Speakers covered all aspects of packaging from first consideration of functions through methods of merchandising by means of packages. Speakers and subjects were: Functions of Packaging, C. W. Browne, Editor of Modern Packaging magazine; Structure and Materials, C. A. Southwick, Jr., General Foods Corp.; Problems of Reproducing Package Material, W. H. Walters, U. S. Printing & Lithograph Co.; Handling Packages in the Production Department, H. F. Brownell, McKesson & Robbins, Inc.; Merchandising the Package, John H. Breiel, N. W. Ayer & Son, Inc. About 250 were in attendance and participated in a question period following the main talks. Stenotype report of the proceedings will be made available by General Printing Ink Corp.

**The American Designers' Institute** held its first national meeting in New York City, October 3 and 4. The Institute originated in Chicago in 1938 when Lawrence Whiting, head of the Furniture Mart, formed a group of designers whose creative ingenuity made the furniture of America. Since then the Institute has expanded to include all types of industrial designers.

The conference brought out the necessity for coordinated effort on the part of the designers to set up a standard of excellence and simplification in design for the future as well as for the present. The designer's place in the emergency program, the availability of materials, government specifications and present manufacturing limitations were among the subjects covered.

Meeting with the designers and presenting the government's point of view were Dr. James F. Bogardus, Director of the Durable Goods Division of OPA; Dickson Reck, Assistant Director of Standards, Consumers Division, OPA; and John Brower of OPM. Jan Juta of the British Library of Information commented on the design situation in England; H. L. Andrews, Vice President of the General Electric Co., presented the industry's point of view; T. F. Joyce, Vice President of R.C.A., spoke on "Design in the Emergency and the Long-Range Program."

**Transparent Wrappings and Methods of Printing Thereon** by Baker Gravure Co., Inc., 140 West 21st Street, New York City. A complete presentation in booklet form of the use of transparent wrappings. No longer is it necessary to discuss the efficacy of the transparent wrapper to increase sales. A container that affords sanitary protection and permits the customer to see what he buys has proved its value to the consumer-selling industries. Surveys, research and general experience have clearly indicated that visibility creates the desire to buy. What the manufacturer now desires to know is what transparent sheeting to use. This is the problem which this booklet attempts to solve. Part I discusses the varieties of transparent sheeting—regenerated cellulose, coated regenerated cellulose, cellulose acetate, rubber hydrochloride, ethyl cellulose, resins and other sheetings. Part II includes methods of printing on transparent sheetings—letter press, aniline, gravure, Baker gravure. A list of references is on the back cover.

**Handbook of Sleeve Bearings** by Albert B. Willi, Federal Mogul Corp., Detroit, 1941. A textbook and reference work on the subject of sleeve bearings. Briefly, according to the publisher, it discusses the effect of design, alloys and manufacturing meth-

ods upon sleeve-bearing efficiency and defines the field of application for each basic type of sleeve bearing. Lists of custom-built bearings for which major tools are already made allow engineers to specify these bearings for new or improved applications while avoiding the premium such specification ordinarily entails. In many cases, only the cost of incidental tooling has to be born.

**Sixth Survey of Homemaking**, Market research department of Modern Magazines, 124 pages, 1941. The results of 7,000 surveys sampling the preferences and purchasing habits of the 1,500,000 claimed circulation of Modern Magazines form an interesting picture of brand preferences. Nearly 100 separate items are analyzed under the general headings of groceries, household products and durable goods. Tables are given to enable manufacturers to translate figures into national percentiles, since the magazines' circulations do not parallel national income distribution enough to warrant direct comparisons.

**Modern Export Packing**, obtainable from the Superintendent of Documents, Washington, D. C., \$1.00, and referred to as Trade Promotion Series, No. 207, is a helpful handbook dealing with construction, design, protection against pilferage and many other subjects important to the export shipper.

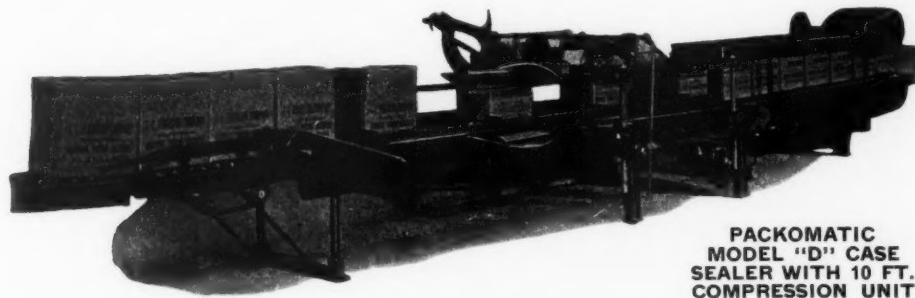
Approximately 300,000 eye injuries occur in this country's factories, mills, mines and workshops every year, resulting in a \$200,000,000 loss to employers and injured workmen, to say nothing of the human suffering involved, according to a study sponsored by the National Society for the Prevention of Blindness just issued by the Columbia University Press. Ninety-eight per cent of these injuries in American industries are wholly unnecessary, the report states. This study was completed by the late Louis Resnick, staff member of the Society for twenty years and the first editor of the National Safety News. Many of these eye injuries are the result of the rapidly spreading use in industry of poisonous chemicals and other deleterious materials which cause damage to the eyes.

**One of the largest chain-store operators in the nation** is Uncle Sam, according to a recent item in *Modern Industry*. Under new army regulations, 2,500 army posts and camp exchanges or canteens will be operated on a chain-store basis with central purchasing offices in New York City. Chief adviser to army officers to set up machinery for this operation is K. D. Gardner, chairman of the executive committee of W. T. Grant Co. This activity will involve centralized buying of some 6,000 items which will be available at uniform prices in army camps.

**Omissions and Corrections**—In the October issue, the Ivers-Lee Co. should have been named as the fabricator of the National Oil Products Co. "Nopco 99" Soap Sampler illustrated and described on page 47. The Everett Transparent Container Co. should have been included in the list of credits for transparent boxes made for the J. Kreisler Co. jewelry items on page 55. In the article about International Silver Co.'s new chests (page 66) it was stated that "in the past it was not possible in quantity production to round the corners or to give shape to the edges of the lid." This statement was inaccurate. In the past it was possible to round the corners and give some shape to the edges of the lid, but the addition of new equipment makes it possible to give shapes and contours to the boxes described in the article.

# BUILT LIKE A BATTLESHIP

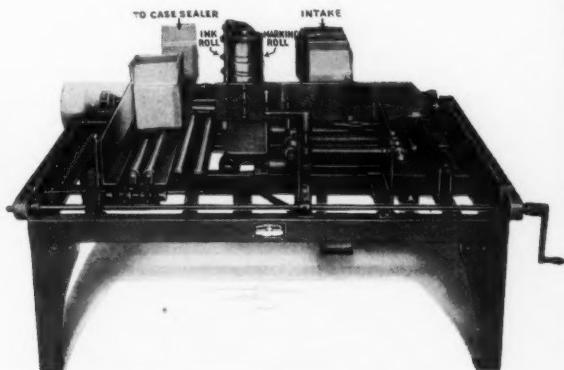
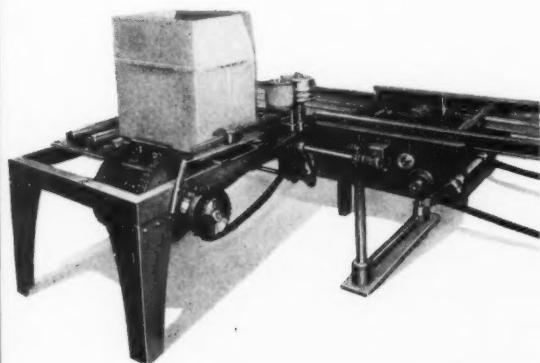
With new designed mechanisms throughout—positive action flap tucker—streamlined compression—and new type glue-skid mechanism, placing PACKOMATIC Case Sealers as usual way out in front.



PACKOMATIC  
MODEL "D" CASE  
SEALER WITH 10 FT.  
COMPRESSION UNIT

For applying adhesive automatically, and squarely sealing shipping cases. Whether you require completely automatic top and bottom sealing, or just a bottom or top sealer only, see the PACKOMATIC before you buy. Portable or stationary models, adjustable for all sizes of cases, will handle non-test or regular paper shipping containers, at any speed required.

For saving labor and lower production costs—for building your business to a new profit standard, investigate PACKOMATIC packaging and case handling methods. In every instance where PACKOMATIC methods are used costs are lowered, and profits increased. There is a PACKOMATIC automatic or semi-automatic machine for all packaging purposes.



PACKOMATIC AUTOMATIC CASE MARKING DEVICES BUILT  
AS INDIVIDUAL UNIT, OR TO SYNCHRONIZE WITH YOUR PRESENT CASE SEALER

Furnished with any required size type ( $\frac{3}{8}$ " to 1" high) for direct reading, code or trade mark on one or both ends; one side and one end; or both sides and both ends. Acts as automatic feed to Case Sealer, and is synchronized with speed of

sealing machine. Marking rolls self-inking. Type easily changed, or extra rolls can be furnished with type set-up permanently in each roll. May be used to identify contents and date packed, or similar data. An economical time saving device.

REPRESENTED  
IN ALL PRINCIPAL  
CITIES FROM  
NEW YORK CITY  
TO SAN FRANCISCO

**PACKOMATIC**  
PACKAGING MACHINERY  
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

A PACKOMATIC  
REPRESENTATIVE  
CAN CALL  
ANYTIME. NO  
OBLIGATION

## Grade Labeling—Canner

(Continued from page 38) consumer commodities deals with service factors of durability, warmth, shrinkage, etc., which may vary between brands. The label attempts to tell the purchaser whether or not she will get good service in relation to the price she pays. The label does not attempt to tell how much personal gratification she will get.

The basic service food renders is to maintain life, preserve good health and create energy.

The service factors of several cans of the same kind of food do not vary perceptibly as do the service factors of other consumer goods. Therefore, the labels on canned foods start where other labels leave off and attempt to convey information to the purchaser that will suit the product to a special use or that will enable her to make a selection that she and her family will enjoy. It is a task no other label is asked to perform.

All labels that tell the customer anything about the product, that is, convey information, are informative. Two distinct kinds of labels which convey information about canned foods are advocated—descriptive labels and grade labels.

Description is "the enumeration of the essential qualities of a thing." To enumerate is to "tell off one by one." A descriptive label is one that tells one by one the essential facts about the product. When the characteristics of a canned food are told one by one, the consumer may select those characteristics and factors that please her. She may select what she herself wants most.

The good descriptive label states the facts in simple terms. And it is essential that each term be self defined or that it be backed by an objective test which, by precluding the opportunity for difference in opinion or conflicting expert testimony, is readily and justly enforceable under the provisions of the law. All labels should use the same terms for the same facts.

The National Canners Assn. has taken the initiative and undertaken the responsibility of establishing terms of description for uniform use. It has for some years conducted and continues now to conduct laboratory and field research to back these terms with objective standards that will give the terms common universal meaning and make them readily and justly enforceable. This activity stems from the full realization by the industry that the label should tell Mrs. Jones everything that can possibly be told her prior to her purchase.

Descriptive labels, using uniform terms accurately applied, follow the pattern of the law and regulations which require the separate statement of certain facts. Such labels pick up where the law and regulations leave off and give additional specific information to the consumer. When the consumer can make her own selection of the qualities that satisfy her and her family she can then evaluate price in relation to herself and her purse. She is fully protected. The producer

has every incentive to create individuality in his product and to produce the best possible product for the portion of the market he has elected to supply.

The second type of labeling is grade labeling. The grade label is based on (1) selection of characteristics which it is assumed are important to all of the public, (2) giving each of these factors a relative weighing, (3) establishing standards for each factor, (4) from the examination of samples, scoring each characteristic against a numerical scale, (5) arriving at a composite score which automatically determines the grade, (6) indicating the grades by simple symbols such as A, B and C, which automatically rate the product in the consumer's mind. The grade symbol is a generalization of good, better, best and is intended to indicate clear demarcations of monetary value. With such a grade system all brands can be placed and labeled within one of these grades or into sub-standard grade which by law must be so labeled anyhow. The question is to what extent people themselves are so standardized in their habits, tastes, experience and individualities that three, or any number, of standardized groupings can possibly satisfy any great percentage of the people. The Roper Survey\* clearly shows, among many other interesting things, that there is no unanimity on the part of women as to what factors in canned foods are most important in determining each one's idea of best.

Some advocates of grade labeling hold that there is no conflict between grade and descriptive labeling and propose that in addition to the grade designation certain other facts be stated on the label such as number of pieces, number of servings, size of peas, degree of syrup. This can be very simply done. But this additional procedure is not complete descriptive labeling. Nor do these additions to the label take away the basic fact that the grade designation constricts products within the limitations and confines of grade.

Grade and descriptive labeling do not fuse into one. They are based on opposing philosophies. You can have one or the other. You can have descriptive labeling with the opportunity for you to make a free selection of your own choice of the characteristics that suit you within the limits of your purse. Or you can have grade labeling, which will be the grouping into generalized groups of combinations of characteristics some one else has combined for you.

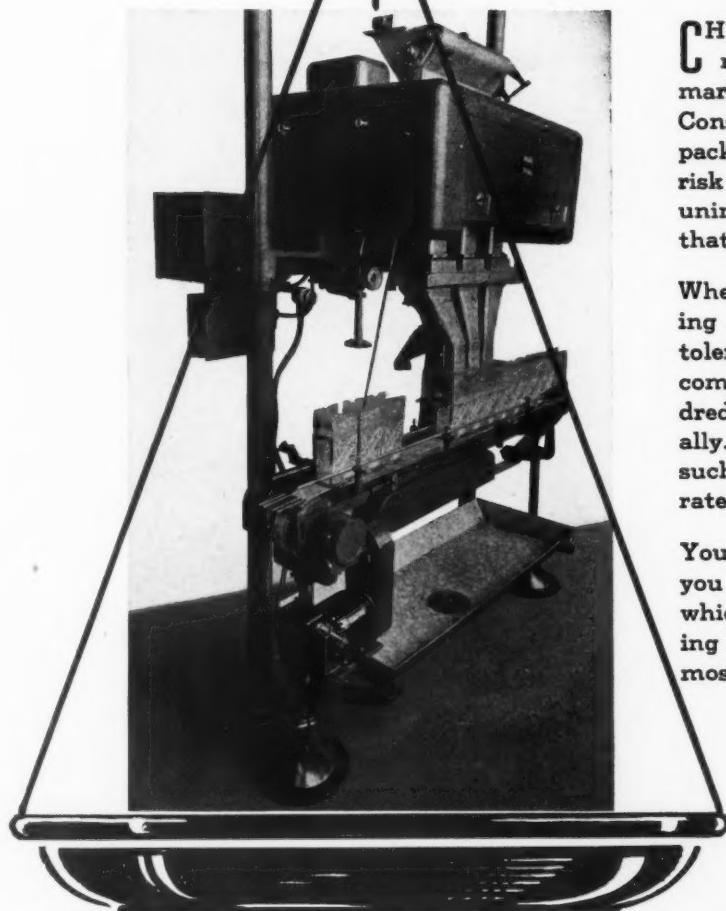
The Roper Survey shows what we all know, namely, that the most important element in food satisfaction beyond the assurance of its wholesomeness and nutrition value, is flavor. No one has yet found a way to tell the consumer much about flavor by means of a label. To know that she has to open the can and taste.

The Roper Survey further shows that most people now buy canned food by brand and that 85 per cent have no difficulty in buying the kind and quality they want. This means canners and distributors have been successful in maintaining uniform character and flavor

\* At the insistence of the National Canners Assn., Elmo Roper conducted a nation-wide survey among women on canned foods and their labels. Copies of Mr. Roper's report may be obtained from the National Canners Assn., 1739 H Street, N. W., Washington, D. C.

# PROFITS HANG IN THE BALANCE

## OF WEIGHING MACHINE ACCURACY



CHECK the accuracy of your weighing machines. In a highly competitive market you cannot afford to give Mrs. Consumer "extra good measure" in every package. Neither can you afford to run the risk of impairing good will through the unintentional distribution of packages that are underweight.

When the weighing machine in a packaging line is not operating within close tolerance, it is entirely possible that the company's profits may be reduced hundreds or even thousands of dollars annually. That's why precision built weighers, such as Pneumatic makes, are so highly rated by the packaging industry.

You get a better weighing machine when you specify, PNEUMATIC — No matter which one of Pneumatic's 26 basic weighing machines models is selected as being most suitable for you to use, it is "custom adapted" by an experienced and capable staff of designers resulting in a machine that will handle your products with the highest degree of accuracy and efficiency.

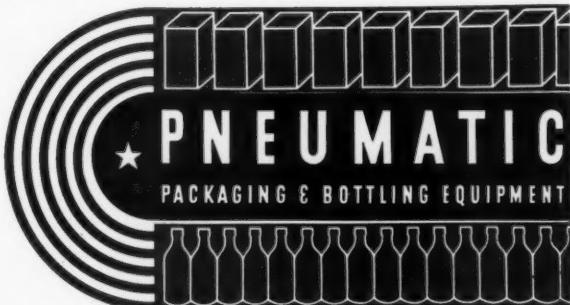
THREE SCALE NET WEIGHER FOR TEA — machine operates at 45 per minute on 1½ oz. to 4 oz. tea package and nearly every weight delivered by this precision unit will be correct. The relatively few weighings which may be slightly over or under will not vary more than a maximum of 3/100 or an ounce plus or minus.

**PNEUMATIC SCALE CORPORATION, LTD.**

71 Newport Ave., North Quincy, Mass.

Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



of their products. The canner does it by seed selection, supervision of soil conditions, planting and harvesting and by control of processing. The distributor accomplishes it by selection of sources of supply, by sampling and inspection. Experience with canned foods, the responsibility for which has been identified, has proved satisfactory. This applies not only to the nationally distributed, widely advertised brands, but also to the local brands whose advertising is confined to the label.

This satisfaction on the part of the public does not relieve the label of its responsibility of describing as completely as possible the product's characteristics. No field of retailing is more sensitive to price than the retail grocery field. False prices which are not a measure of satisfaction cannot be maintained. The label which identifies the sponsor and fully describes the product is the best label for the consumer and, for the most part, her best price protection.

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## Grade Labeling—Wholesaler

(Continued from page 38) of the can which is the symbol of "Continuous Government Inspection." From this explanation it should be clear that "Continuous Government Inspection" is applicable to descriptive labeling equally as well as to grade labeling and, therefore, it is not an issue in any discussion of the merits of the two labeling systems.

However, it seems almost needless to say that no wholesale distributor worthy of the name objects to governmental sanitary inspection either under the several state laws or by any Federal agency, as anything which tends to enhance the acceptance of canned foods by all classes of consumers is decidedly in the interest of the entire industry. We may, therefore, leave this point, about which there is no disagreement, and proceed with the discussion of the problem of the best method of labeling.

The wholesale distributor of food products must, necessarily maintain the very highest possible standards for goods bearing his own label. If he operates on any considerable scale, he looks to all sources of the country and, in fact, the world for his supplies. He knows that his own brands will stand or fall on the maintenance of the quality which his ultimate customers over long years have grown accustomed to expect. Therefore, his products must be of uniformly high quality and possess all the factors which serve to determine that quality, many of which are not susceptible of objective determination.

It is clear that any arbitrary system of grade labeling for products of nature as variable as canned foods would be exceedingly difficult and impracticable for the following reasons:

1. Flavor is indefinable. No terminology has yet been discovered by means of which one person can convey to another as intangible a thing as flavor. As

a matter of fact, perception of flavor depends upon two things—taste buds and the olfactory sense. Definite and specific measurement of this element would prove elusive, difficult, perhaps impossible and, even if it could be done, the great variation in people's tastes would make standardization impossible.

2. If consumers were to rely solely on specifications for grades in their present form as established by the Agricultural Marketing Service, the constant recurrence of borderline cases would prove an endless source of difficulty. For instance, Grade B, rating from 76 to 89 on the scale of 100, would at its top come so close to Grade A that it would be unfair to the product to mark it down to the general level of Grade B merchandise and yet it is not quite good enough to get a Grade A rating, whereas at the other end, the product might be so close to Grade C that it would be worth very little more than a good Grade C. Inspectors in different parts of the country, all examining under the Agricultural Marketing Service specifications, have already run into these difficulties and goods have been graded by official graders in one part of the country and then the same goods given an entirely different rating by different inspectors in other parts of the country. Such a situation could only produce confusion.

3. The difficulty of legal enforcement of grades arises. Exact terminology descriptive of natural food products subjected only to the simple processes of canning is almost impossible to attain. In fact, the language of many of the A. M. S. specifications, which is used to describe the characteristics of the fruit or vegetable for scoring purposes, is so qualified that the determination in many cases becomes quite naturally that of the personal preference of the grader and is, therefore, as variable as the characteristics of the men who do the grading.

In all fairness to those who prepare the specifications as well as those administering this governmental agency, it should be said that such qualifications in language are necessary and are inherent in the question due to the insuperable difficulty in describing exactly natural products which vary so in themselves.

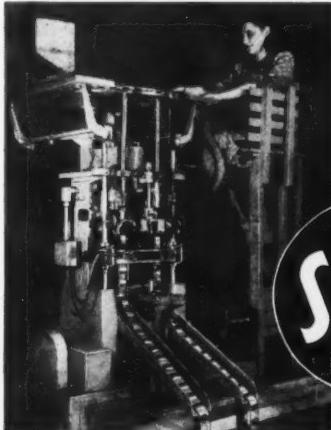
But, suppose a case for misbranding due to falsification of grades should be brought by the Food and Drug Administration. Due to the criminal nature of the charge, the courts would demand very exact terminology of the grades and wherein they were violated in order to obtain a conviction. With the vagueness of the language used to differentiate the grades and the variables due to personal interpretations of the terms, such a conviction would be most difficult to secure and would open the door to fraud and deceit on the part of unscrupulous sellers with the public the innocent victim and would place honest dealers at an insuperable disadvantage.

4. Rigid alphabetical grades cannot, in most instances, fairly represent the contents of a can of fruits or vegetables. Only the fewest consumers presumably understand how an A. M. S. grade is determined. The specification generally sets up four or five categories

# What is the BIG IDEA?

Is it to convey an instant quality-impression for a quality product?

We three did it for Schenley Distillers and the Laboratorios Gomez Plata and its affiliate company Trans-Pac Services....We three: "Cellophane" which supplied the product visibility and the sparkle of these sales promotion packages; Trans-Pac Services who did the packaging; and the S & S TRANSWRAP machine which provided the means—formed, filled and sealed them at high speed and low cost.



A combination like this can translate your BIG IDEA into reality. About your package—ask Trans-Pac Services, 233 W. 14th St., N. Y. About the TRANSWRAP—there is a folder fully describing its unique features, yours on request to STOKES & SMITH CO., Frankford, Phila., U.S.A.

**S & S TRANSWRAP**  
A STOKES & SMITH MACHINE

FORMS — FILLS — SELLS — 60 OR MORE PER MINUTE



for each product and assigns a proportionate number of points, out of the theoretically perfect total of 100, to each of these groups. The qualities of the product in each category are then evaluated and assigned the number of points warranted in the judgment of the grader. As a final step, the points or "score" in each category are added together and, based on the sum total, the product is graded A, B, C, etc.

From this brief description, it can be seen that the single grade symbol represents an attempt at summation of several different factors. It is elementary that only items possessing a common denominator can be correctly totaled and in this case, the dissimilarity in the items to be added makes a correct summation dubious and, therefore, the single grade symbol may be misleading and confusing.

An analogy which will make this point clear would be the attempt to evaluate two different men by grade symbols. Both are products of nature and each possesses individual qualities. Suppose there are set up four categories for grading purposes—intelligence, muscular strength, character and outward appearance. Assigned to each is a maximum of 25 points for a perfect score. Then, according to pre-determined rules, an expert proceeds to evaluate the qualities of each man in each category. Where there are objective tests such as for muscular strength or intelligence, these are accurately employed, but for the determinations of character and appearance, the expert is limited to generalities which will be interpreted according to his best judgment and of necessity will be influenced by his personal preferences. After the assay of each category is completed and a "score" assigned to each, the figures will be totaled and based upon the resulting figure, a "grade" for each man will be set. But, who can say that another grader, equally skilled, might not have arrived at a different conclusion and, even if not, are the grades which have been thus established a truthful appraisal of the two men? In all likelihood not, for the value of the man is definitely related to the function he is to perform. A grade "A" man may make a first-class machinist, but a grade "C" salesman and vice versa.

And so it is with canned foods. No single symbol can summarize dissimilar characteristics and it is far more satisfactory for the consumer to have itemized descriptions of the important factors of the product on the label and from this draw her own conclusion as to its value for the use she, individually, intends for it.

The wholesale distributors, as one of the largest channels through which canned foods move from producer to consumer, stand charged with a serious responsibility to protect the quality of those products. The reputable distributor feels that no finer compliment can be paid to any product than to put his own brand and label on it. He spares no effort or money to obtain the best sources of supply and leaves no stone unturned that will insure the integrity of that label. The acceptance of this responsibility is a far better safeguard for the public than an inaccurate unenforceable grade

labeling system. When this sense of responsibility is supplemented by the intelligent descriptive labeling plan that is now rapidly coming into use, the consumer is assured of getting the best possible value and the fullest opportunity to exercise her choice as to the product she wishes to buy and its adaptability for her particular needs.

Descriptive labeling tells the housewife in plain, uniform terms what there is to know about the product in the can and with that information she is in a position to decide intelligently whether that product is the one that she wants for the particular use she has in mind. To attempt to do more would confuse—to do less would be neglect. Mrs. America, the final verdict is in your hands.

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## Grade Labeling—Chain Retailer

(Continued from page 39) certain brand of breakfast food will make the kids bat like Joe DiMaggio. We retailers pull the common quotation frequently, "The customer is always right," but she isn't very bright—is she?—if she is satisfied indefinitely with information like this.

It is our belief that customers want to know more about value. The value of a can of tomatoes is its estimated worth in terms of quantity, quality and price. Consumer leaders have asked us to give specific information to the customer regarding the first two points. Then, knowing the price, the buyer can make an intelligent appraisal of the value. Without such information about quantity and quality, when Mrs. Housewife finds ten brands of tomatoes in a self-service market at ten different prices, she is confused; she wants to know what the differences are. Is it trick merchandising or are the 10 cent tomatoes really better than the three-for-a-quarter ones?

So following the spring conference in Washington (1940) between consumer leaders and representatives of our line of business, plans were made for a thorough try-out of grade and informative labeling. Naturally, it takes a little time to launch a program like this in large organizations. Since the canners did not feel that they were in any position to adopt such a plan, the chains decided that their private brands would be an ideal dog on which to try informative and grade labeling. They reasoned this way: When a customer comes into a chain store today, does she always buy the private brand in preference to the nationally advertised brand? Of course not! Chains carry both and want to sell both. Manifestly they try to find out why she buys what she does. Everyone knows tests of canned foods show that frequently unadvertised brands are exactly as good as the advertised brands, but the ultimate consumer doesn't always know

# Service . . .

*the "Follow-thru" that bolsters REPUTATION—*



—and insures for you  
l-a-s-t-i-n-g economies!

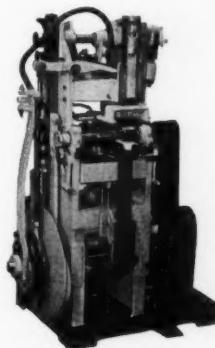
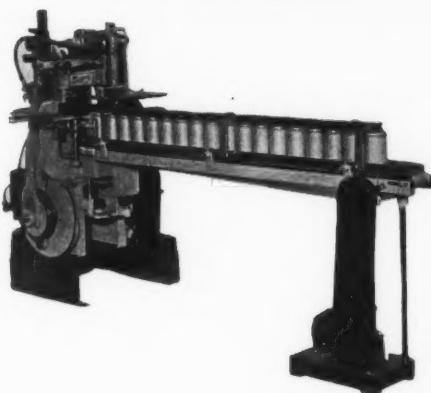
In hundreds of manufacturing plants where goods are packaged and sealed or labeled; where economies in motion, time or production run into measurable sums, the New Jersey Machine Corporation has established a reputation for co-operation carried on by all its employees whether on the sales force, the designing staff or the erection engineers. It's another reason behind the unprecedented demand for Labelrites.

★ **where "Follow-thru" is  
Service after a sale is made —**

The men who install New Jersey machines, like Kurt Niemeier, shown at the left, exemplify this type of service. Their task is more than mere installation. They make certain, when a unit is installed, that the plant mechanic understands the machine, and the operator is thoroughly familiar with its operation. They do more, when the opportunity presents itself, for they often make suggestions resulting in worthwhile economies. They are "on the job," and they know their job!

*The above illustrations were taken in the modern plant of Abbot Laboratories, Inc., North Chicago.*

We appreciate the friendships we have made in the industries we serve, and even though priorities are restricting our present efforts to Defense work, we welcome inquiries on problems that might be solved by our knowledge of economies in production.



## NEW JERSEY MACHINE CORPORATION

1600 Willow Avenue ~ Hoboken, N. J.

CHICAGO OFFICE, 325 WEST HURON STREET

● Sales and Service Representatives in 12 Industrial Centres ●

this. In her mind, the advertised brand often has a little edge. Now if the chain brand had an informative and grade label on it, the customer would have a definite idea of value and consequently increased confidence in the private brand.

This is not to be interpreted as a reflection on advertised brands. National advertisers have rendered a real service to the retail food business through improvement of quality and by creating a demand for better goods. They have added to the variety of merchandise that is sold. They have been pioneers in raising standards. I am simply saying that informative and grade labeling is a way to remove false notions in customers' minds about private brands.

Another reason—possibly somewhat selfish—for co-operating with these consumer groups is this: When the agricultural surplus campaigns were started a few years back, there was much scepticism as to their worth. Today as we chain operators look back, we realize that our voluntary cooperation with the Department of Agriculture in this program has done much to build good will for the chains in the mind of the general public. Likewise, cooperation with consumer organizations is turning out to be another non-legislative approach to some of the corporate chains' problems. We believe that cooperation with consumers today will pay dividends tomorrow.

We are in a period of rising prices. As everyone knows, the government through the OPA is endeavoring to prevent unnecessary price increases and exploitation of the consumer during the emergency. There is definite recognition of the need for checks and controls. One of the things retail operators can do is to give real service by affording more information regarding values. It is far better for retailers to do this voluntarily than to wait for government compulsion.

A final reason which induced these chains to undertake this test is a genuine sense of responsibility in the matter of standardizing prices, quality and service. The present generation of customers takes those things for granted. Important food retailers feel the responsibility of carrying on the benefits brought about by the mass distribution methods of the chain organization. Informative and A-B-C grade labeling is in line with this responsibility.

The time has come when it is possible for us to give at least a preliminary appraisal of its values. Please observe that word preliminary. Some labels bearing grade indications have been on retailers' shelves since last winter. Before the end of this year many canned fruits and vegetables doubtless will carry the new label. The test is not completed nor are the chains ready to draw conclusions, but good results have already manifested themselves.

Some big advantages have shown up in the retail stores. When we are honest with ourselves, any retail merchandiser will admit that store clerks are certainly not authorities on what is contained in packages. In all fairness, how can that be expected to be? The average retail food store contains well over

1,500 different items. It would be expecting too much to think the clerk should know all about them. How many times have you seen a clerk flounder around when a customer sees four prices on peas and asks, "Why?" Grade and informative labeling makes selling easier; it is a real help to store personnel and customer.

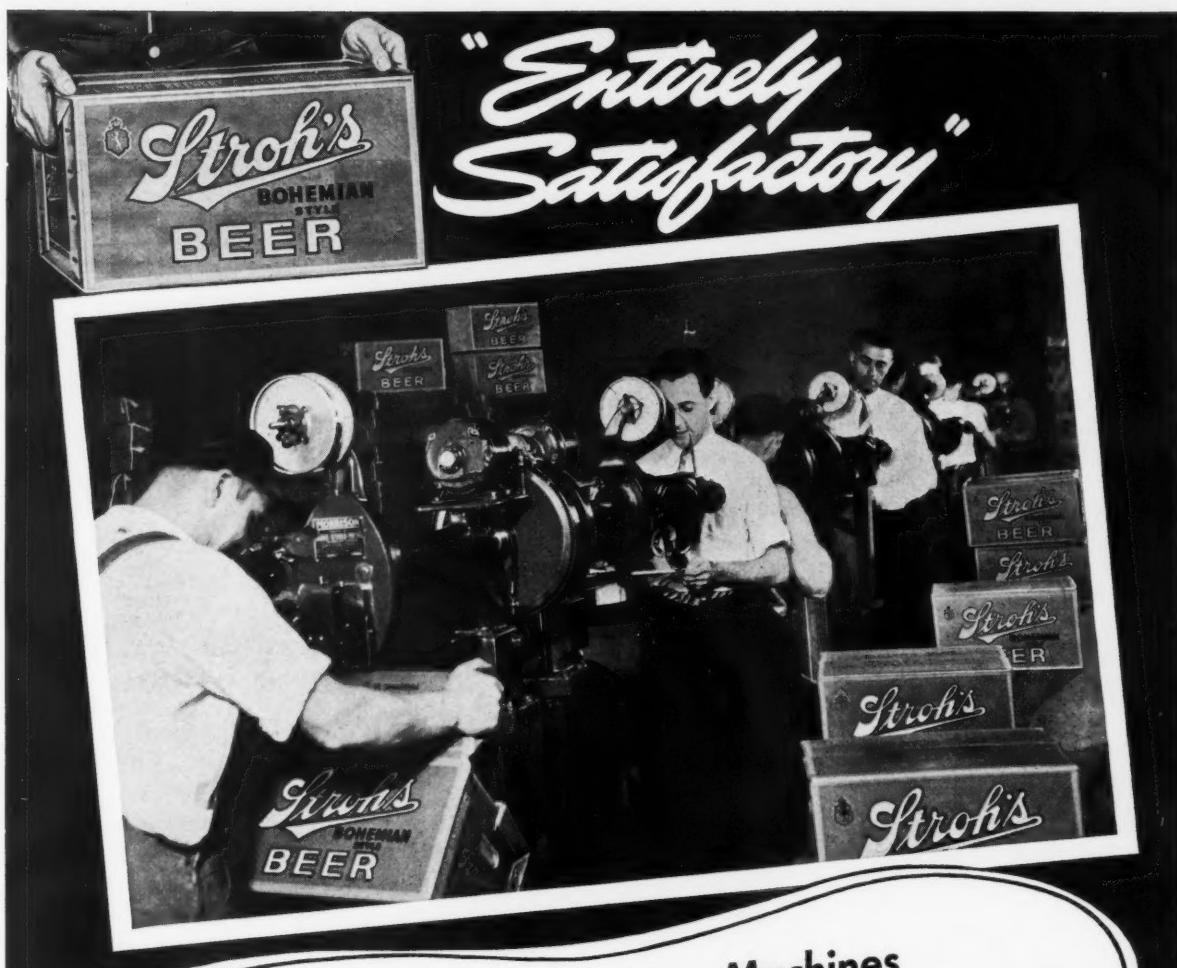
Incidentally, this particular point has a very timely application. Like all other organizations, large retailers are experiencing personnel problems due to men entering army service or going into activities that are primarily defense. Grade labeling, because it makes selling easier, helps defense by just so much. When you multiply a situation like that as occurring in several thousand stores, you can get some idea of the importance of this factor. In self-service stores, grade and informative labeling is helping the sale of higher quality merchandise. The reason for the higher price has been made obvious.

What is the consumer attitude? This after all is what the chains want to find out. Frankly, they don't know yet how it is going to affect consumer buying. It is apparent already that there has been plenty of consumer interest and there have been a lot of consumer questions. This forecasts real benefits eventually. The consumer groups still have a big responsibility along educational lines. The chains freely admit that the great majority of consumers are ignorant of the value of grade labeling—or even of its existence! But it is felt that if the plan is right, it should be put into practice and let the educational steps follow. After all, consumers didn't demand the chain store or the super market. Those forms of operation came because operators saw a chance to make a profit by performing a new type of service. Similarly, if it proves that grade labeling performs a real service, it won't be long before customers will be demanding it!

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## Grade Labeling—Consumer

(Continued from page 39) tive and grade labels. They are among those who believe that these grades should be used to promote the sale of canned goods. Other groups taking the same position and working through the National Consumer-Retailer Council, Inc., on a broad program for informative selling (including informative advertising and labeling) are the American Association of University Women and the General Federation of Women's Clubs. They have set forth their position in their platform on Business-Consumer Relations. Phrased in terms of canned foods it amounts to this: "Consumers can choose intelligently among the many brands of canned fruits and vegetables only if they are given adequate and accurate statements about the quality of these brands. The most useful way to define the quality of canned



"Our Morrison Stitching Machines have performed in an entirely satisfactory manner ever since they were installed."

Statement by Mr. Gari M. Stroh, President  
The Stroh Brewery Co., Detroit, Michigan

• Accuracy, speed, safety and cost-reducing ability are objectives gained when you use Morrison Wire Stitching Machines for assembling and sealing your corrugated and solid fibre containers.

Now, with the new line of Morrison Box Stitching Machines equipped with the new type SL Stitching Head,

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Fifteen standard models of Morrison bottom stitchers, top sealers, combination units, side seamers and arm machines provide a variety of machine sizes and practical throat depths to meet almost every need.

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Toronto, Montreal: Harris-Seybold, Potter (Canada) Ltd.  
Latin America: National Paper & Type Co., Inc., New York City

fruits and vegetables is through the use of standards or grades. The most satisfactory way to inform the consumer about the quality is to label the product with its grade."

The National Consumer-Retailer Council has, through its Committee on Food Labeling, worked out label forms for canned foods which indicate the kind of buying information which these business and consumer representatives believe is pertinent and they recommend that canned goods carry this information on their labels. These label forms are available to any packer. Furthermore, the Council is prepared to enter into a licensing agreement to permit the use of the by-line, "This is the type of label suggested by the National Consumer-Retailer Council," on labels which are passed by an expert committee of the Council and supported by competent evidence that the labels properly describe the goods to which they are attached.

In brief, the Council recommends that canned food labels give the grade designation, A, B, C or D, in addition to the information required by law (common name of the commodity, net weight, name of the canner or distributor) on the main panel; that the back panel give information as to what factors enter into the grade designation, with some interpretation of grade differences, can size and descriptive information appropriate to the commodity, such as the number of pieces, sieve size, density of syrup, number of servings, appropriate uses, etc.

Such an "informative grade label" differs from the "descriptive label" advocated by the National Canners Assn. chiefly in the fact that it calls for the grade designation *in addition* to the so-called descriptive terms and gives some interpretation of grade differences. This last is highly important. Not until consumers throughout the country know just what grade labeling means and have had an opportunity to find out, on the basis of actual experience, whether grade labeling is of aid to them in their everyday shopping, can this controversial problem of canned food labeling be settled.

Descriptive labeling which does not clearly specify the quality grade of the commodity is unsatisfactory, in the opinion of N. C. R. C., since it fails to give the consumer the information essential for price and quality comparison. For example, one may know that a can of yellow clingstone peaches is packed 7 to 9 halves to the No.  $2\frac{1}{2}$  can, in heavy syrup, the number of servings, and still not know whether a given can of it is worth 20¢ or 16¢ or 12¢. Although labeled with all the prescribed descriptive terms, one would not know whether the quality of the fruit was Grade A, Grade B or Grade C.

Informed consumers know that regardless of the many thousands of brand names on canned fruits and vegetables these products are Grade A, Grade B, Grade C or "Below U. S. Standard." No matter whose label it bears, the can of peaches on the retailer's shelf is one of the four grades. The consumer would like to discover which one it is.

There need be no mystery about grading. Every

carload of canned products sold today is sold on the basis of some grade, either expressed or implied in the sales contract, whether a firm sells on the basis of U. S. standards or on the basis of the old trade standards. When a canner grades his merchandise according to his own ideas, he confronts the same problem as does the federal inspector. He must set upper and lower limits for each quality grade and classify his products according to his arbitrarily established standards.

The argument that grade labeling would mean that canners would pack down to the minimum of each respective grade will not stand the test of cold facts. Every canner aims to pack the best quality he can in each grade. Practical experience has shown repeatedly that canned fruits and vegetables cannot be satisfactorily packed to the minimum line. Fruit is seldom harvested with a particular grade in view. Rather it is brought to the cannery in the best condition possible, then segregated into predetermined grades for packing.

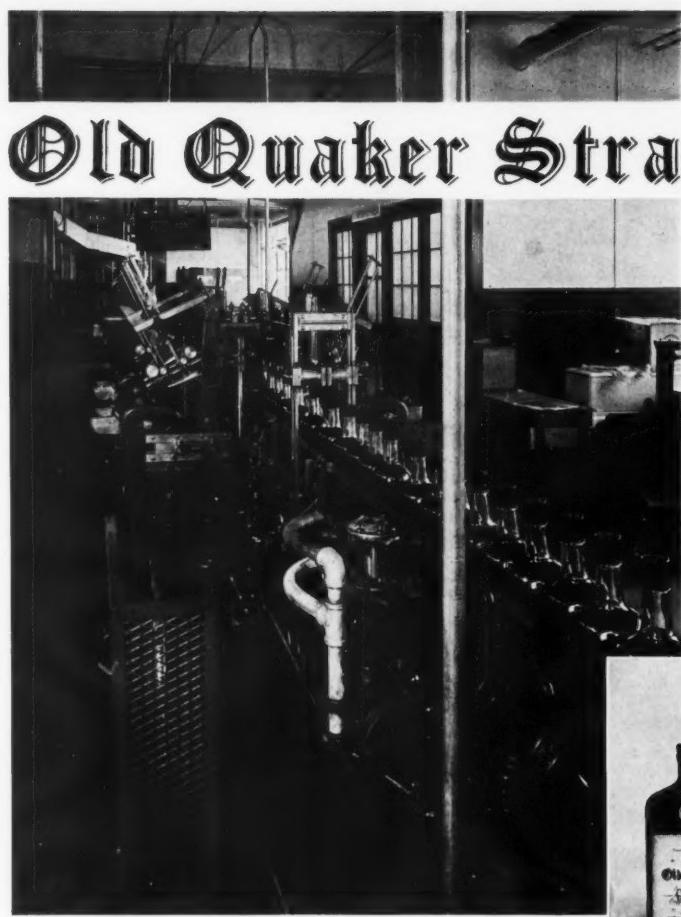
If a canner attempted to let peas remain in the field until they would just meet the bottom of Grade A, there would not be time enough to put all of them through the plant in the few hours available and meet the requirements for Grade A of peas.

It is commonly argued that grade labeling will destroy the value of brand names. In my opinion, quite the contrary is true. The addition of the accepted terms, Grade A, Grade B and Grade C, on the labels of established brands aids in identifying them and adds to the consumer's confidence in them.

Grade labeling is not advocated as a substitute for brand names, but rather to complement them. Housewives will continue to specify the brands which represent the variety or the type of preparation they prefer. Grade labeling, moreover, assures them that in buying their favorite brands they are paying prices comparable to those of other brands in the same quality bracket.

An important consideration, which I believe the industry can ill afford to overlook, is that if it were easier for housewives to buy on the basis of known quality, the sale of canned foods would undoubtedly increase. Canners, by revealing the actual quality of their products in simple, easily understood terms, can promote consumer acceptance of their commodities. They can use grade labeling to make the consumer more confident of the desirable qualities of canned foods and more familiar with the available range of products and prices.

When consumers get goods that serve the desired purpose, this frequently benefits the industry concerned. As a case in point, the identification of rayon fabrics did not cause the sale of rayon fabrics to decrease. Quite the contrary, sales mounted and various leaders in the rayon industry have stated that the very fabric identification which they had opposed has been an important factor in causing sales to increase. Similarly, there seems to be just cause for believing that grade labeling of canned foods will benefit not only the consumer, but retailers and packers as well.



# Old Quaker Straight Whiskey

*Travels the  
WORLD'S  
Super-Highway*



The WORLD Automatic BEE-LINE Straightaway Labeler applies these front labels and back labels, in one operation to these Old Quaker bottles.



Before this famous product starts its journey to all parts of the nation it travels the super-highway pictured above—the straight, smooth, safe route of the new WORLD Automatic BEE-LINE Straightaway Labeler.

There are no red lights, no detours when the bottles enter this express highway. The entire operation is positive, uniform, absolutely accurate.

Why not find out how you can improve your labeling by putting your bottles on this high road to better labeling. The WORLD Automatic BEE-LINE Straightaway Labeler applies front, or front and back labels—neck labels, too—to flat, square, round, oval or panel flasks and bottles. Bulletin B-7 brings you the whole story. Write for your copy.



## ECONOMIC MACHINERY COMPANY

Manufacturers of World Automatic Labeling and Wrapping Machines for all purposes

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NEW YORK CLEVELAND BALTIMORE PITTSBURGH CHICAGO DENVER SAN FRANCISCO LOS ANGELES  
LOUISVILLE SEATTLE PORTLAND, ORE. LONDON MONTREAL TORONTO WINNIPEG  
VANCOUVER SYDNEY, AUSTRALIA WELLINGTON, N. Z. SAN JUAN, P. R.



Old and new dry cleaning bags. The new bag with blue bow design is used in the short length for suits, in long for dresses.

## Boxes Sell Laundry Service

**(Continued from page 49)** In the near future it will appear on the company's trucks so that each automotive unit will look like a giant Carolyn Laundry package. This changeover will be made by the use of huge decalcomanias on both sides of each truck. These will be an economical method and also will make it possible to apply fresh decalcomanias to keep the display panels of the trucks spic and span.

Truck drivers are already in uniforms to tie in with the new packaging. Their suits are gray blue and they wear white shirts with blue bow ties.

Structurally, the boxes were selected for their adaptability to quick handling. They are made from single face manila board and all are automatic folding types. Two principal structures are used—one- and two-piece nolox boxes and scissors-lock top and bottom folding cartons. The one-piece nolox was especially developed for this purpose. All of these boxes are shipped flat and can be set up quickly and easily. The scissors-lock top and bottom is particularly efficient for handling shirts and other pieces which must be packaged so they cannot possibly slip out of the container. The scissors-lock provides not only a tamper-proof package, but one that is very secure.

The Carolyn Laundry uses packaging materials in the following manner:

1. Their flat work is wrapped in white kraft paper and sealed with sealing tape designed with the blue-ribbon bow motif.

2. Wearing apparel is packed in two styles of containers—a one-piece box made in two heights and a two-piece nolox box made in three heights.

3. Shirts are first wrapped in a shirt envelope and then packed in the one-piece folding box with scissors-lock top and bottom which is ordered in three sizes.

4. Dress shirts are wrapped in cellophane and then enclosed in a one-piece folding box.

5. Dry-cleaning, men's suits and women's dresses, are covered with short and long hanger bags carrying the blue ribbon design.

The Carolyn Laundry reports that this new packaging program has entailed some added expense, but that the additional cost is far offset by the promotional value which the beautiful new packaging has achieved. Women customers have been most enthusiastic about the new designs and the company can trace not only considerable new business to the new packaging, but many repeat orders due to this new promotion.

*Credit: Boxes by Robert Gair Co., Inc. Dry cleaning bags by Schorsch & Co.*

## Elsie at the Point of Sale

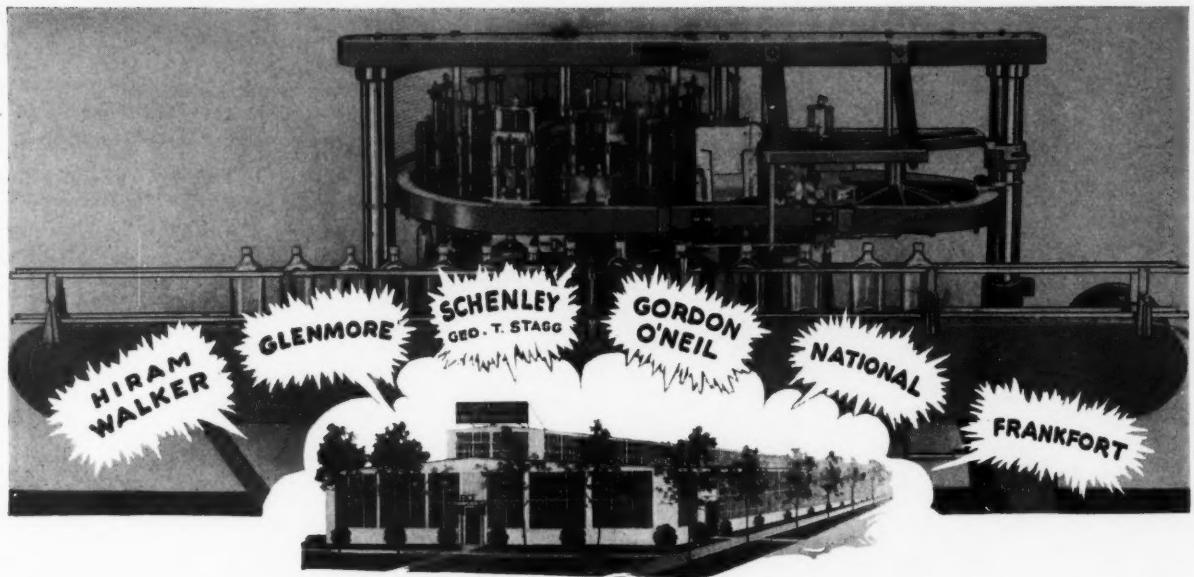
**(Continued from page 75)** analysis is effective display of merchandise.

Pre-tests, of course, and experience in grocery merchandising pretty well take care of the problems that rear up under this general heading. New manpower and human nature force us to keep a steady spotlight on the subject of how to install displays. It always has been and always will be only natural for people to want to build "picture book" displays that look nice but sell little merchandise.

Oftentimes it is thought that the more merchandise you pile in a mass display, the greater will be your results. That isn't always true by a long shot. If the merchandise isn't easy to get at and easy to pick up, all the goods in the world won't make a woman help herself. She just isn't going to be bothered if the display looks as if it might topple over if she should pick up a package or two. She'll run away without even trying. She isn't going to risk the embarrassment of bringing down your house of cards! Neither will she buy if the displayed merchandise is not properly and plainly priced.

In a nutshell, our salesmen apply four effective principles of display merchandising to every installation. They make all Borden displays fairly shout:

1. "Attention everyone! Look this way!"
  2. "Step closer and take a good look!"
  3. "Don't just look at me—pick me up!"
  4. "Do more than pick me up. Buy me!"
- Believe me, that is *effective* display of merchandise.



## Growing Demand for Automatic Strip Stamping Machine is Keeping "Wright" Plants Humming

Automatic Strip Stamping Machines for the uniform placement of revenue stamps on whiskey bottles at a speed of 40 to 120 per minute.

Machines for packing smoking tobacco in pouch packets, using either wax paper or mounted foil.

Tobacco Stamping Machines.

Combination Pouch Labeling and Stamping Machine for smoking tobacco.

Weighing devices for tobacco and free flowing articles.

Envelope Filling and Sealing Machines, and other machinery for the tobacco and food industries.

Machines for automatically feeding individual sheets of paper or mounted foil.

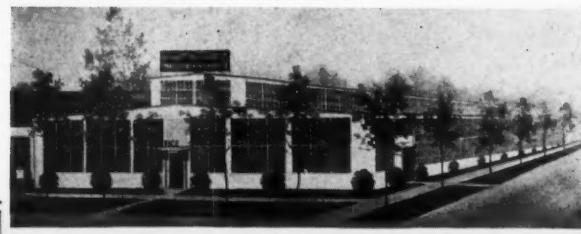
Cigarette Packing Machine that counts and wraps in foil or printed labels, 5, 10 or 20 cigarettes.

As more and more prominent distillers are added to the roster of Automatic Strip Stamping Machine users, "Wright" production lines hum with action. This machine—conceived in the "speed-up" tempo of the times fills a long needed spot in the distillers' production line. It is meeting every demand of efficiency, economy and production speed. It places revenue stamps on bottles with the uniform, fool-proof proficiency that eliminates this "bottle neck."

"Wright" management, anticipating present day conditions, geared itself beyond the logical demand on its resources, so that old and new customers are being served with the same flawless service they have learned to expect for nearly half a century.

A letter, wire or phone call will reveal just how this and other "Wright" machines can fit into your packaging scheme.

ESTABLISHED  
• 1893 •



PACKAGING  
ENGINEERS

**WRIGHT'S AUTOMATIC TOBACCO PACKING MACHINE CO.**  
DURHAM CABLE ADDRESS YONWRIGHT NORTH CAROLINA, U. S. A.

## What Containers for Lubricants

(Continued from page 33) place of tin with coated inside to prevent corrosion.

4. Eliminate some of the smaller sizes.
5. Reduce the number of sizes and types, especially duplications.
6. Discourage odd lot purchases.
7. Reduce gauge or weight of metals.
8. Universal adoption of general design.

### Simplification and Standardization:

(Some of the above belong here.)

9. Standardize sizes and types.
10. Use blank panel lithographed package for smaller packages and standardized color for larger.
11. Standardize shapes and designs to reduce inventory and storage space.

### To Increase Consumer Acceptance:

12. Blend colors properly in design.
13. "Consumer acceptance won't be helped by substitute packaging—but (during emergency) merely to maintain consumer favor is an accomplishment."
14. "Irrelevant at this time" to consider increasing consumer acceptance.
15. "All packages should be of same general shape, size and appurtenances."
16. "Develop a type of package permitting ready removal without waste or contamination."
17. "Use packages that are practical—easy to serve from—attractive, especially in display."
18. Pass benefits of economies on to consumers.
19. Adopt re-use features on packages.
20. "It is impractical to increase consumer acceptance by means of a package—in majority of cases consumer doesn't see package."

These are thoughts which might be handed to a committee on package simplification and such a com-

mittee might be valuable to consider those problems for the entire industry.

With regard to standardization, the petroleum industry must first decide whether it wants standardization. Simplification, yes, and reduction of number of packages is all right, but it must be remembered that every step toward standardization is a step away from individuality. Sacrifices must be made for national defense, but that should not be a cloak for the destruction of the competitive principle, unless this country is ready to abandon that principle entirely.

It shouldn't be necessary to remind anyone, especially in the oil industry, that branded merchandise is under fire. The trade mark is being regarded as contributory to monopoly and the right to advertise petroleum products is being called in question.

Packaging is the basis for modern merchandising, which in turn supplies greater satisfactions for the consumer at lower prices than at any time in the history of the world. It's one thing to standardize, to sacrifice and to do your share for defense. It's another to standardize a trade identity out of existence. The exclusion of selling and merchandising methods would be a lack of foresight toward the days when the emergency will be over. Good selling and merchandising are going to be more necessary than ever—and good packaging—as good as shortages permit—is part of that picture.

To dismiss informative copy because the ultimate consumer seldom sees the package might also be a fallacy. Many companies enjoy a sizable business with the farmers. Informative copy certainly is not out of place on those packages. It might also work a hardship on some concerns if the premium type package or re-use features were banned. Sails may have to be trimmed to some degree—shortages will see to that—but there must be a way to retrench and still retain the principles of competition and individuality.

## AMA Sponsors Shipping Container Conference

Called at the request of OPM, the American Management Assn. held a conference on shipping containers in late September, presided over by Albert W. Luhrs of Container Testing Laboratories. Speakers were: Norbert A. McKenna, Chief, Pulp, Paper, Printing & Publishing Section of OPM; Walter Shorter, Chief, Container Section of OPM; M. Howard Morley, Managing Director, Thomas Board Mills, Ltd., England. Afternoon sessions were round table discussions participated in by Major James M. Berry, QMC; T. A. Paulson, Forest Products Laboratories; R. H. Bursch, Southern Kraft Corp.; E. R. Gay, St. Regis Paper Co., and other representative users of shipping containers.

Highlights in speeches were McKenna's challenge to industry to organize itself to cope with shortages.

"Paper," said McKenna, is the only great commodity not affected by priorities." Mr. Shorter enumerated specific suggestions and described the proposed method as one in which, "You do the work—we'll do our best to coordinate your efforts intelligently." Mr. Morley's picture of England's conditions is one which should be familiar to the readers of these columns through the articles by Denys Val Baker. He described a development of a cartonboard made entirely from reclaimed waste which Mr. Morley stated was not thoroughly satisfactory by ordinary standards, though it possessed fair printing surface and folding qualities.

A high spot was detailed description by M. M. Ollender of Owens-Illinois' waste conservation plan.

# What to do about

PRIORITIES  
SHORTAGES  
SUBSTITUTIONS

## GET THE FACTS IN THE *New!* 1942 PACKAGING CATALOG

THE PACKAGING CATALOG IS THE ONLY  
CATALOG OF PACKAGING: THE ONLY  
COMPLETE AND UP-TO-DATE SOURCEBOOK,  
HANDBOOK, TEXTBOOK OF PACKAGING

### PARTIAL CONTENTS

**1. POTTERY, LEATHER AND WOOD:** This new section has been added to the Catalog to give packagers the facts they want to know, and to give suppliers a place for their messages.

**2. GLASS AND CLOSURES:** Glass Bottles and Jars, Hand Made Glass Bottles, Primary and Secondary Closures, Closure Sealing and Sealing Compounds, Glass Finishes for Closures, Glass Vials and Ampoules.

**3. MACHINERY AND SUPPLIES:** Weighing and Filling, Bottle Cleaning, Filling Liquids and Pastes, Bag Filling and Sealing, Stapling, Case Packing and Sealing, Labeling, Wrapping, Machinery for making various package types such as Boxes, Cartons, Fibre Cartons, Set-up Boxes and Transparent Boxes.

**4. SHIPPING:** Corrugated and Solid Fibre Cases, Metal and Fibre Drums, Steel Strapping and Tape Sealing, Wire Stitching, Protective Paddings and Cushions.

**5. PLASTICS SECTION:** Plastics for Packaging, Thermoplastic Materials, Thermosetting Plastic Materials, Drawn Plastics, Cast Plastics and Plastic Molding Methods.

**6. WRAPPINGS AND TIES:** Wax Papers, Glassine Papers, Vegetable Parchment, Transparent Wrapping Materials, Lamination, Tarnish Resistant Paper, Leatherette and Fabric Materials, Shredded Paper and Cellulose, Resin Treated Papers, Decorative and Protective Foils.

**7. RIGID CELLULOSE:** Acetate Sheet-Formed and Dipped Boxes, Vials and Tubes, Drawn Acetate Displays and Packages, Ethylcellulose and Vinyl Sheetings, Cellulose Derivative Containers, Rigid Transparent Displays.

**8. ADHESIVES:** Gluing Mechanisms, Sodium Silicate Adhesives, Starch Derived Adhesives, Cellulose and Synthetic Resin Adhesives, Gelatin and Glue Adhesives and Hot Melt Adhesives.

**9. BAGS:** Heavy Duty Multiwall Paper Bags, Cotton and Burlap Bags, Transparent Cellulose Bags, Bag Closing and Sealing Methods, Merchandise Envelopes and Packets and Bags for various special types.

**10. PAPER CONTAINERS:** Stayed and Staples Cartons, Set-up Paper Covered Boxes, Fibre-Bodied Containers, Permanent and Re-use Boxes, Folding and Display Cartons.

**11. DISPLAYS:** Decorative Sheet Metal Displays, Wire Merchandise Displays, Plastic Displays and Fixtures, Wooden Displays and Cabinets, Floor Stands and Island Displays.

**12. PRINTING:** Lamination, Thermoplastic Coatings, New Inks, Color Effects, Roll Leaf Stamping, Printing Machinery.

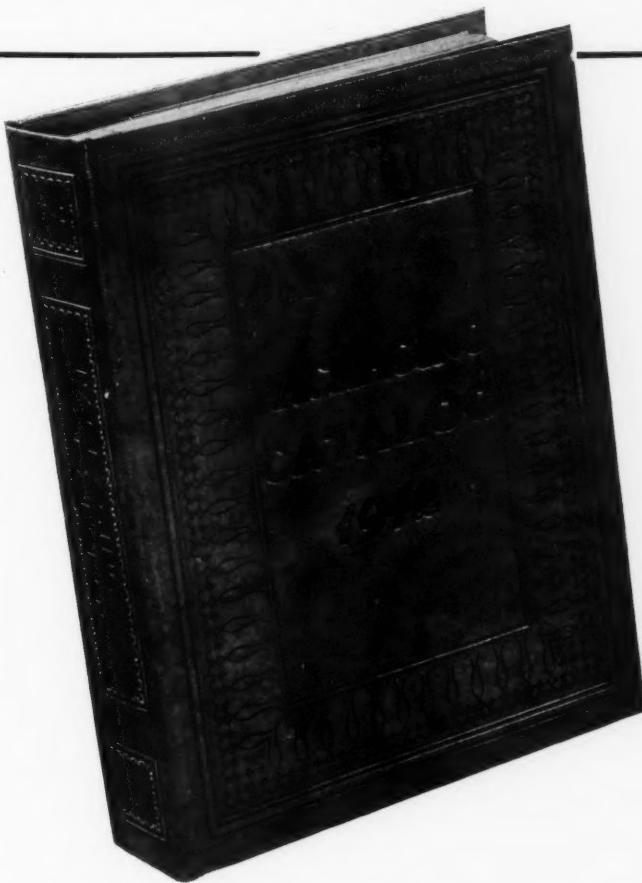
**13. METAL CONTAINERS:** Tin Packages and Cans, Can Decoration Processes, Aluminum Containers and Vials, Specialty Metal Containers and Collapsible Metal Tubes.

**14. LABELS, SEALS AND TAGS:** Embossed Seals, Transparent Labels, Package Inserts, Merchandising and Informative Tags, Printed and Lithographed Labels.

**15. PACKAGING LAWS:** State and local laws, as well as national ones, trademark and copyright protection will be treated in this section.

**16. PACKAGE DESIGN:** Procedure in design, testing techniques, merchandising, color—and 1942 production considerations.

**17. INDEX—DIRECTORIES:** Every important supplier in every field will be listed as will trade names.



COMPLETELY re-designed to meet the new needs of 1942 packaging—containing information on what you can't get as well as what you can, with possible substitutes for presently non-available materials—the 1942 Packaging Catalog will be even more useful as well as more beautiful than ever before. It will contain the concentrated wisdom of several hundred experts sifted and collated by a board of outstanding editors. It will have a whole new section on Pottery, Leather and Wood, important materials in packaging's crisis. A chart of plastics properties will be included in the plastics section. The Machinery Section will be much expanded to include articles on lubrication, fluorescent lighting, time and motion studies, plant design. The important feature of the 1942 Packaging Catalog will be its utility. Charts, facts, figures will make it a work book—a book to help you fit your business into 1942's packaging picture with minimum dislocation. Complete and up-to-date information on priorities, substitutions and government regulations will be included as of the moment of publication.

**ORDER SPECIAL PRE-PUBLICATION PRICE ▶ \$2.50  
NOW! Price on publication will be \$5.00**

**1942 PACKAGING CATALOG**  
122 East 42nd Street      New York City

## Leaders for Coffee, Tea, Spice

(Continued from page 56) for the general excellence of its "Moroma" vacuum packed can made by Continental Can Co. with label by Muirson Label Co. 9. Durkee Famous Foods topped all others for the excellent product identification of its spice packages. Cans were by American Can Co. and carton by Wm. W. Fitzhugh, Inc.

Other blue ribbon awards were as follows: *One color bags*—Co-op Tea. Eastern Co-op Wholesale, Inc. Bags by Union Bag & Paper Corp. *Shipping and Display Cartons—Condiments*—"Me" Onion Flakes and Parsley Flakes. The McCormick Sales Co. Cans by American Can Co. Cartons by McCormick Printing Co. Designed by James H. Nash. *Re-design can*—Kenny's Norwood Coffee. C. D. Kenny Co. Can by American Can Co. *Re-design Carton*—Supreme Court Coffee. The W. H. Dunne Co. Carton by National Folding Box Co. *Convenience in Use*—S & W Spice Dispensers. S & W Fine Foods, Inc. Cap by Ferdinand Gutmann & Co. *Shipping and Display Carton for Coffee*—Kenny's 730 Bag Display. C. D. Kenny Co. Carton by Hinde & Dauch Paper Co. *Counter Display Card*—Spitfire Overseas Tea. Hudson's Bay Co. Display Card by Nu-Method Sign & Display Studios. Can by Continental Can Co. Label by Stovel's.

Brown Ribbon Awards: *Bag*—Quality Appeal. Preferred Coffee. General Grocery Co. Bag by Benj. C. Betner Co. *Bag*—Originality in Lettering. Sky Liner Coffee. B. Fischer & Co. Bag by Benj. C. Betner Co. *Tea Carton*—Quality Appeal. Flame Room Tea. McGarvey Coffee Co. Carton by Waldorf Products Co.

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## Traffic Counts at the Place of Purchase

(Continued from page 78) means of traffic counts conducted in 19 laboratory cities. These shopping centers represent exposure to the entire consumer market of the United States. The concentration of consumers in shopping centers is borne out irrefutably by the detailed reports of the United States Census of Retail Distribution.

This fact and available market data greatly simplify the advertiser's job of selection of outlets for maximum weight of coverage to any desired degree of intensity at the lowest cost. It has the further advantage of automatically coordinating his use of the point-of-purchase medium for advertising purposes as well as maintaining merchandise stocks with the coverage of other forms of advertising he uses. Finally, it makes possible the planning and execution of regular schedules at the point of purchase, comparable to other media.

Few advertisers who schedule their use of the point-of-purchase medium find reason to complain of waste of their material by refusal of retailers to use it. The frequent question of waste arises almost invariably

from lack of this kind of planning. Indiscriminate distribution of mats, plates and program material would be just as wasteful.

Continuous point-of-purchase programs are also feasible as well as forceful. It need only be remembered that the street window is only one part of the point-of-purchase medium. Inside each store is space on counters, fixtures, the floor and even overhead—all exposed to buying power—which is available to advertisers. By planning to use a different part of the store each month, a regular point-of-purchase schedule can be maintained the year around.

Finally, the point of purchase is the point on which all consumer advertising in any medium is focused. It is, therefore, the logical place in which to deliver the final selling effort, particularly since the customer is in the act of buying and the merchandise is there to be sold. This is especially true in competitive lines. You can't win a case a mile from the courtroom when your opponent is talking face to face to the jury.

While it is the oldest form of advertising in existence, point of purchase has suffered perhaps because, compared with more recent forms of advertising, it has been slow in evolving a modern literature of its own and modern techniques for selling itself. This is less true of the creation and production of material in which the producers have become highly specialized in the preparation of effective selling ideas during the past several years. More recently the creation of the Point-of-Purchase Advertising Institute, Inc., for the purpose of research, study and dissemination of the findings about this powerful advertising instrument, promises advertisers valuable help toward its ever more profitable application to their own business.

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## Merchandising the Package

(Continued from page 70) eye, I am sure he would have made the purchase.

And here is another idea to consider along the same line. Successful experiments have already been made in the aromatic impregnation of newsprint. Several advertisers have used newspaper advertising in which the page carrying the advertisement is scented with the odor of the product. What, then, are the merchandising possibilities of this technique in packaging? We know that the aroma of cooking food is a magnetic lure. Will it be possible to impregnate the wrappers of packages so that they will simulate that aroma?

In conclusion, I should like to say that the extent to which merchandising of the package will continue to develop in the next few years will be determined by the developments in the packaging field itself. No manufacturer can afford to have wall flowers among his packaged products and it is the responsibility of all those concerned in his selling problems to see that every "plus" put into the package is made a "plus" in the advertising and merchandising.

**OUR NATIONAL EMERGENCY CALLS FOR SPEED IN ALL LINES** including printing, and with the demand for larger outputs, comes also the call for greater accuracies and economies.

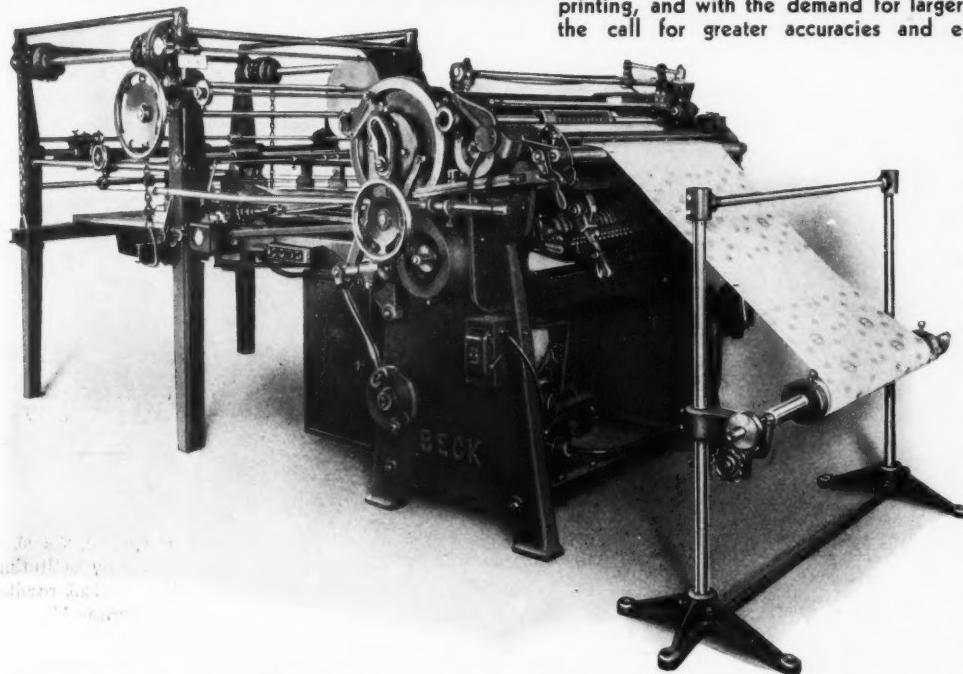
The newest model "streamlined"

### Beck Sheet Cutters

equipped with Amplidyne Electric Eye, and Sheet piler with automatic lowering table constitute equipment for "spot sheeting" which has met the most exacting requirements of some of the country's foremost concerns.

The closer tolerances, the fidelity of performance, and the elimination of the human equation has been the reason for their choice of BECK machines.

Tell us—just what are your sheeting problems or troubles?



**CHARLES BECK MACHINE COMPANY**  
13th & Callowhill Sts.

Philadelphia

## OLSON SHOWMANSHIP

SPECIALISTS IN THE APPLICATION OF SOUND MODERN DESIGN  
TO EXHIBIT, DISPLAY AND PRODUCT DESIGN PROBLEMS

## OLSON DESIGNERS

160 W. WALTON STREET, CHICAGO • MICHIGAN 7676

## Priorities Getting Tough

(Continued from page 34) of getting what he needs."

As a general thing, it can be predicted that the priorities system will not only remain, but become more stringent. Although the Division of Priorities has announced "from time to time we will make efforts to simplify the priorities system whenever necessary . . . this does not mean that we expect to make abrupt changes in the system. The various instruments now used—the Priorities Certificates, blanket and project ratings, allocation orders—will be continued."

Under the circumstances, it is well to become thoroughly familiar with priorities regulations. OPM is conducting "schools," to explain to businessmen full details of the mechanics of the priorities system. One of these schools was held in Washington October 24, at the request of the pulp and paper industry.

### Amendment to Preference Rating Order

Of particular interest to business was the amendment to Preference Rating Order P-22 issued October 16, the purpose of which was to "keep the economy in good running order." This amendment grants the use of an A-10 Priority Rating to obtain maintenance and repair materials for a list of concerns which includes those engaged in (a) manufacturing, processing or fabricating, (b) warehousing, (c) wholesaling and various other activities relating to the normal industrial and commercial fabric. The intent is to permit use of this rating without necessitating application. If a manufacturer needs a repair part, for example, he simply places his repair order with a supplier and on the face of the order and all copies signs the following statement: "Material for maintenance, repair, or operating supply—rating A-10 under Preference Rating Order P-22, as amended, with the terms of which I am familiar." This certification of familiarity can easily be accomplished by writing to the OPM for copies of Preference Rating Order P-22 and the amendment.

### Movement to Spread Subcontracting

Movement to spread subcontracting was evidenced by the OPM National Defense Clinic held in conjunction with the Civilian and National Defense Expositions which was concluded October 18 at the Grand Central Palace in New York. Represented were 125 prime contractors from all parts of the country and 4,600 subcontractors from 26 states.

### Report Anticipated Lay-offs

Employers who anticipate lay-offs in their plants because of shortages of materials or curtailment orders were urged, October 14, by Federal Security Administrator Paul V. McNutt to report their problem at once to the nearest State Employment office. This is the first step, the administrator said, in obtaining government action to determine the possibility of utilizing the plant and its workers for defense production.

### 18 OPM Field Offices Opened

Eighteen new field offices have been established throughout the country for the Priorities Division of OPM offering assistance to business men and industrialists in problems arising in the application of the priorities system.

### Forms May be Reproduced

Simplifying procedure, form PD-1 (standard form of application for ratings) may now be reproduced by those who wish to use it, provided phraseology, size, format, color of the original blanks are followed exactly.

### Fibre Cases for Shells

American Can Co. has taken over the plant formerly owned by Austin-Western Road Machinery Co. at Harvey, Ill., to

make solid fibre shell packing cases for large calibre shells. This material portends displacement of some kraft material when shortages are over.

### NRDGA Encourages Paper Saving

The National Retail Dry Goods Assn., with characteristic adaptability, is devising methods to cope with supply shortages. Their plans include encouraging customers to take purchases with them to reduce wrapping, changes in wrapping and packing methods, increase in salvage activities, etc. Christmas wrapping—for the time being—will minimize unnecessary use of packing supplies. Elaborate free gift wrapping is to be replaced in some instances by paid gift wrapping.

### Preference Rating for Health Supplies

The list of health supplies under A-10 Preference Rating has been increased to include 25 classifications for medical, surgical, dental and veterinarian use. Manufacturers of these items should make written application to the Health Supplies Section of OPM for form PD-79 ("report of requirements for scarce materials") and file at the same time a catalog of their finished articles.

### Cooperative Conservation Plans

Conservation measures are becoming more specific, therefore more effective. Private concerns are cooperating by instituting voluntary measures which are accomplishing excellent results. The Owens-Illinois plan was described at the American Management Assn. conference on paper and pulp held in New York, as a company-wide plan salvaging 600 to 800 tons of paper per month.

Three prominent whiskey distillers (Seagram, Calvert and Carstairs) are cooperating in a conservation drive through the use of a sticker asking dealers and consumers not to destroy cartons, but to turn them over to local charitable organizations or dealers to be re-fabricated into paper.

Equitable Paper Bag Co. is furnishing retailers with posters making six concrete suggestions for conservation of paper, such as, "use smallest bag possible for each sale," "induce customers to include purchase in bag she is already carrying."

National Lead Co.'s Dutch Boy Quarterly contains an informative article on "Conserving Tin in Solder."

National Adhesives Division of National Starch Products issues useful suggestions regarding conservation of adhesives, copy of which will be sent on request by that company.

Glamor was injected into New York's waste reclamation project when five easy-on-the-eyes models were photographed salvaging old telephone books.

### OPM's Conservation Recommendations

Conservation suggestions for pulp and paper issued by OPM's coordinator McKenna, applicable to all users and fabricators of the material, are as follows:

1. A general economy in the use of all paper by informing each manufacturer of methods whereby efficiency in the use of paper can be improved.
2. By recommending standards as to weights, size and number or volume of products per unit of paper in order to conserve board and paper.
3. By the re-design of products to save raw material per unit of merchandise packed and so as to keep the package on the retailers side of the counter, thus effecting increased supply of waste.
4. By sharing the use of patent or copyrighted design for the duration of the emergency when paper saving is thus made possible.
5. By developing new defense uses for paper boxes such as cartridge boxes, posters, shoe boxes, etc.
6. By the use of substitutes for chipboard—perhaps laminated Canadian newsprint.

**The BLISS DUPLEX  
BOTTOM STITCHER**  
Gives You  
**MORE BOXES PER HOUR**



This Bliss Duplex Bottom Stitcher drives two stitches at each operation,  $2\frac{1}{2}$ " apart; gives you **MORE CONTAINERS PER HOUR**—lowers the cost of bottom stitching.

This machine is popular in plants using large quantities of containers for shipping canned goods, bottled goods and other food products, shoes, tissue paper, soap and many other kinds of materials produced in quantity.

Equipped with the Bliss Duplex Stitcher Head. Uses the same range of

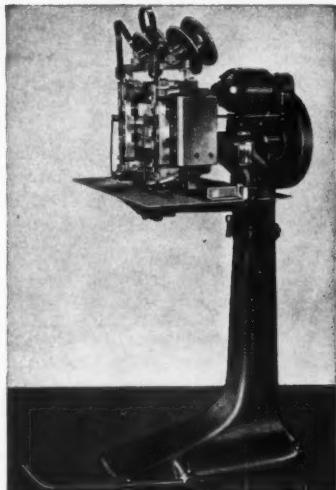
wires as the Single Bliss Heavy Duty Stitcher Head.

**THE BOSTON MULTIPLE  
HEAD BOX STITCHER**

Drives two or three stitches at each operation. Heads are adjustable side-wise. Valuable for stitching suit boxes, cartons and other types of set-up boxes, and for any other stitching requiring two or three stitches evenly spaced.

Its economy on many kinds of work is obvious—higher production at no increase in labor cost.

Drives all sizes of ribbon and hybar wire. Uses  $\frac{1}{2}$ " Crown stitch, with minimum spacing of 3" from center to center. Table is equipped with adjustable back and side gauges for registering work.



**ASK FOR LITERATURE ON THESE MACHINES**

**DEXTER FOLDER COMPANY**  
330 West 42nd St., New York

Chicago, 117 W. Harrison St.  
Boston, 185 Summer St.

Dallas, J. E. Carter  
5241 Bonita Ave.

Philadelphia, 5th & Chestnut Sts.  
Cincinnati, 3441 St. Johns Place

**FREE**

to  
OWNERS,  
Plant  
Superintendents  
and  
Production  
Heads

*These Famous Name Companies  
Will Tell You How to Save*

**MORE**  
CARTONS...  
BOXES...  
BOTTLES...  
BALLS...  
BARRELS...

**LAMSON**  
Package CONVEYORS

This illustrated booklet shows the way nationally known companies are solving their materials-handling, routing and motion-economy problems.

Before you buy any new equipment, change your plant layout or flow chart . . . or before you standardize, simplify, combine or eliminate any process or operation, send for this free booklet. It shows by word and picture how famous-name companies—whose products and reputation you know and respect—are meeting similar problems. How they are actually lowering inventories, speeding up deliveries, improving quality, eliminating manual operation and insuring a steadier flow of work. There's no cost or obligation entailed. Just sign and mail the coupon now.

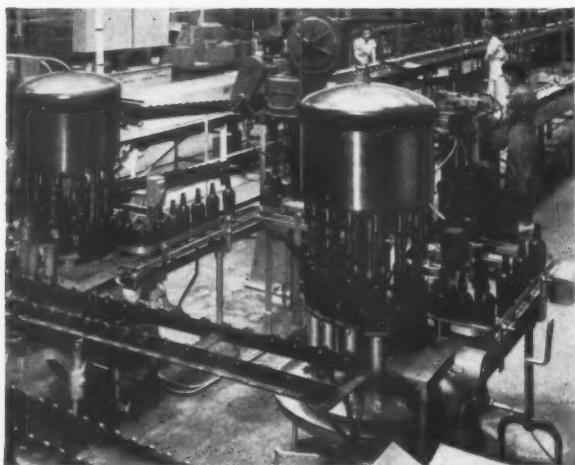
**LAMSON**  
Package Conveyors

**LAMSON CORPORATION**  
711 Lamson Street  
Syracuse, N. Y.

Please send by return mail a copy of your free booklet on Lamson Package Conveyors.

Name..... Title.....  
Company..... State.....  
City.....

# HORIX FILLERS



carve out new bottling economies  
at CAMEO VINEYARDS Co.

You are looking at a picture of efficient, low-cost filling, at the Fresno, California, winery of the Cameo Vineyards Company. The two Horix 14-valve fillers automatically discharge on to the Horix conveyor system and work table. Notice the clean-cut efficient layout, planned to insure continuous operation of the production line and doing away with practically all lost time while changing over to a different type of wine or container. Only one operator is required to supervise the filling operation. Each machine has a capacity of 55 to 60 pints per minute.

For handling small, or city orders, without disturbing other production runs Cameo has a Horix Straight Line Filler, not shown in this illustration.

Quickly adjusted for filling different size bottles and easily cleaned, Horix Fillers have unusual flexibility that has made them the first choice of leading glass packers throughout the country.

**HORIX** MANUFACTURING CO.  
PITTSBURGH, PENNA.  
**CONVEYORS and FILLERS**

7. By cooperation with the special consultant for the folding and set-up box industries, W. W. Fitzhugh, who is in exclusive charge of your efforts, subject to review by the chief of this branch.

8. By directing the same scrutiny to the use of paper in packaging products in your own plant to the end of conservation.

9. By recommending the elimination of certain non-essential products from civilian consumption in the order of preference, having in mind the effect on the consumer, and on plants in your industry.

10. Presenting to this branch, statistical data on each plant in your industry detailing its capacity to produce specified types of boxes, so we can direct new business to those suffering most from eliminations, should they become necessary.

## Simplification of Glass Containers

The glass container industry has been invited to cooperate with the Department of Commerce and with OPM in a program of simplification and standardization of sizes, shapes and capacities of glass containers as a conservation move in line with defense plans.

## Eggs for the Army

The Quartermaster General has announced that eggs do not need to be furnished the Army in new cases, but the fillers and other packing materials "must be new, clean, sweet and of suitable materials and construction to properly protect the eggs."

## Metal Controls More Strict

Metal controls are getting more and more strict. The picture changes from day to day and from metal to metal. Tin was formerly a more serious problem, with lead in comparative abundance. Now lead is a worse problem than tin. It was placed under full priority control early in October.

SPAB, the second week in October, announced a new policy "under which no public or private construction projects which use critical materials such as steel, copper, brass, bronze, aluminum, etc., may be started during the emergency unless these projects are either necessary for direct national defense or are essential to the health and safety of the people."

Priorities assistance is being granted to Latin American copper mines in order to facilitate the flow of Latin American copper to this country.

Some observers have seen in Federal Judge Caffey's sweeping exoneration of Alcoa evidence of a more mellow attitude toward business. Better coordination and cooperation are also being brought about through contacts by the OPM coordinators (who are primarily business men) and government officials.

## Federal Controls Continue

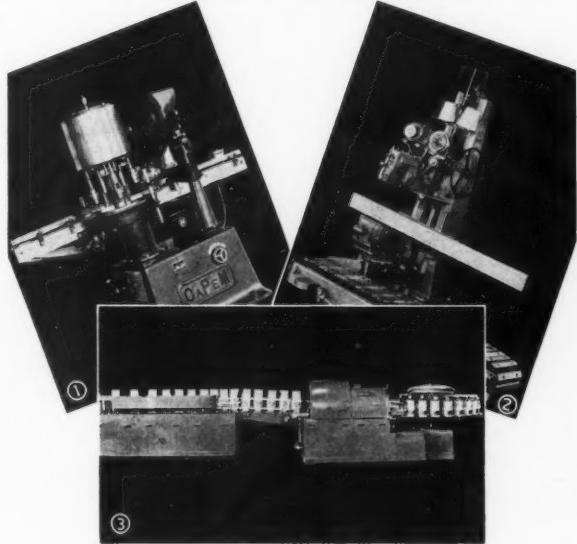
Evidence multiplies that controls don't mean maybe. The government means business. Federal Trade Commission activity continues to operate with a view to preventing misrepresentation. Recent example is the FTC order to a Manhattan box company whose operations did not include manufacture "to cease and desist from representing that they own and operate or control a plant or factory wherein paper boxes or other shipping containers are manufactured."

The Federal Grand Jury in California indicted, in mid-October, 20 lithographing corporations and 31 individuals, charging conspiracy to violate the Sherman Anti-Trust Act and fixing prices illegally.

Price controls promise to cut a wide swath across all business. The food chains meeting in Chicago were warned by OPM's Director of Purchase MacKeachie, "It is the duty of the food distributing industry to do everything in its power to keep food prices from spiraling."

Cap and closure manufacturers are charged in an FTC com-

# IN THE NATION'S SERVICE!



1. Capem Automatic Screw Capping Equipment.
2. Hoepner Automatic Scales, Bag Closures and Weighing Machinery.
3. Sealtite Pasted Closure Equipment.

To those who know, it is not surprising that Consolidated engineers have been called upon to produce precision weighing equipment for the U. S. Ordnance Department. More than 40 years' experience in designing and building equipment for weighing accurately practically every type of material has made them eminently fitted for this important assignment.

As everyone is coming to realize, it is impossible to go "all out" for defense and still have "business as usual." We are making every effort to fill orders for our non-defense customers but regret that some have experienced unavoidable delays. Naturally every preference must be given to defense production but we sincerely regret any inconvenience this may cause our regular customers. We value your goodwill and want you to realize that we appreciate the business you have placed with us in the past. When the present emergency is over we look forward again to supplying your needs for packaging equipment.

In the meantime, we shall make every effort to maintain service on Consolidated equipment now in operation, and to resume production at the earliest possible moment of our standard line of Consolidated capping machines, scales, sewing heads and bag closing equipment.

**CONSOLIDATED**  
PACKAGING MACHINERY CORP.  
1400 WEST AVENUE  
BUFFALO, N. Y.



Packages with Federal functional closures get the chance to sell themselves because retailers know of their proved sales punch. Millions of Federal servers and sprayers are sold annually on millions of bottles and jars of liquid and semi-liquid foods, toiletries and household specialties. The reason for their popularity is simple. They work. They make hard to use products such as syrups and glass cleaners easy to apply. The server cuts drip and waste on millions of American tables. And the sprayers are equally as popular for their tasks of spraying cleaners on windows or windshields, or spraying mothproofing liquids on clothes.

•  
Write for further information on how you can put the proved popularity of Federal "closures with a function" to work for your package and product.



**Federal TOOL CORPORATION**  
400 NORTH LEAVITT STREET • CHICAGO, ILLINOIS



## "EYE-APPEAL"

The strongest impulse toward preference among products on display, rests upon the "personality" of the package. Put your package in PARADE DRESS; give it the lustrous, streamlined, sheer (but sturdy) "take-me-home" appeal of

### CELLUPLASTIC shatterproof containers

You've more choice in Celluplastics! Transparent product-visibility, if you like, or solid opaque colors (or white). Your label, processed in manufacture, imparts trademark and message as long as the container lasts. Celluplastic containers last longer because their resilient walls survive accidents which would shatter ordinary containers. They are shatter-proof!

#### SEAMLESS • SHATTERPROOF • FEATHERLITE COLORFUL • PROCESS-LABELED in manufacture

Celluplastics are ideal for use in the home or on travels; safer by far for "pocket-or-purse" use, and attractive, from closure to colorful lustrous protection. Ask our sample department to submit suggestions, mention the product to be packaged!

*Write for Samples and Information!*

**CELLUPLASTIC**  
CORPORATION  
50 Ave. L Newark, N. J.  
New York Display Offices  
626 Fifth Avenue

FIRST IN  
CELLUPLASTICS  
HYCOLOID-CLEARSITE

plaint with conspiracy to restrict and suppress competition, and the Food and Drug Administration continues to exercise its guardianship over the public by seizures and condemnations on charges of deceptive packaging, misbranding, decomposition, etc.

### Reviews of Month's Reading

(Continued from page 52) with 350,000 cases. As to the industry's pricing policies regarding fruits in glass, it was felt that glass packs might run packers upwards of 25 cents a dozen more than similar varieties in tin.

**How Well Do Housewives Know Your Product?** By George Gage, Director of Media and Research, Lord & Thomas, San Francisco. *Advertising & Selling*. August, 1941. Page 18. Mr. Gage cites poor methods and outlines a new technique for measuring consumer identification of grocery brands and packages. Established techniques have been poor because they depended on the housewife's verbal memory or her ability to reconstruct symbols, he points out. He describes his new method as carrying the "grocery store" to the housewife. By this he means that each field interviewer carries with him two light-weight plywood boxes shaped like suitcases. When opened the cases take on the appearance of shelf displays in a grocery. Each case is stocked with the food packages to be tested—in one the brand names are masked out and in the other commodity names are masked. Otherwise the packages remain unchanged. Housewives are asked to fill in brand or product names.

**Proposed Price Bill Raises Food Cost.** Editor's compilation. *Super Market Merchandising*. September, 1941. Page 57. This article contains a summary as well as the complete text of the Price Control Bill. Under the provisions of this Bill, the President is empowered, when in his judgment the price of a commodity has risen too high, to establish "such ceilings as in his judgment will be generally fair and equitable to buyers and sellers."

The editors point out the important bearing the Bill has upon the entire food industry by reason of the special provision in regard to parity prices for agriculture. That section of the Bill forbids the placing of ceilings on farm products "below 110 per centum of the parity price or comparable price as determined and published by the Secretary of Agriculture or the market price prevailing for such commodity on July 29, 1941."

The editors recommend strongly that food packagers particularly study the text of the Price Control Bill.

**Little Industry—"What Now?"** By R. L. Duffus. *The New York Times Magazine*. October 5, 1941. Page 3. In a striking pictograph illustrating Mr. Duffus' article, the reader learns that, "Small industry runs 4 out of 5 industrial establishments and employs 1 out of every 5 industrial workers"—yet these little industries were left behind in the rush to arm the country.

Seventy-five per cent of the Federal Government's defense contracts went to 56 owning corporations. As soon as the priority system began to grind, the small factory faced partial or complete unemployment because it was allowed only a trickle of raw materials and it had no war work. Little industry was rapidly approaching extinction. Then, on September 4, "as the chorus of complaints, unhappy prophecies and clashing proposals began to reach a climax," President Roosevelt turned over the problem to Floyd B. Odum, making him Director of Contract Distribution, a new agency in OPM. "Thus," says the author, "the issue as to whether Little Industry will be invited into the defense campaign seems to be settled."

**How to Get the Right Kind of Displays and Window Space.** By Joseph Reiss, President, The Reiss Advertising Agency. *Printers' Ink*. August 8, 1941. Page 41. A larger percentage of his total advertising appropriation is used on displays by the limited budget advertiser than the above-\$100,000 advertiser. Consequently, the former has to squeeze all the good out of every dollar he spends. By concentrating on two basic phases of display work—design of material and plan of distribution—he can get results, says the author.



Why not let them do a selling job?

Well advertised products in award winning packages are helpless to fulfill aroused desire . . . to cash in the sales build-up . . . if point-of-sale information is lacking. Omission of such simple, fundamental facts as size, color, grade, style or other VD (Variable Designation) puts package and product at the mercy of such sales wrecking evils as substitution.

Not guilty? Package content identification is not always p.c.i. It sometimes is misinformation or non-information. Rubber stamps, for instance, as hurriedly used, leave blurred smudges trailing off into comet-like nothingness. Or, handwritten p.c.i. is sometimes mistaken for hieroglyphics. Have you examined your p.c.i. lately? Why not print it and play safe?

Cost too much? Tut-tut! For thirty years we have specialized in the reduction of that cost. Hundreds of short cuts involving type design, simplified type setting and changing, ingenious type holding devices, special formula inks, changeable work tables, etc., are at your service for use with Markem Printers. One result is evenly applied, clean cut, legible package content identification.

Other results: Asked-for items of merchandise are readily located. No customers kept waiting. No buying impulses permitted to fade. No I'll-try-elsewhere-thank-you remarks. No just-out-of-stock alibis. No sales sabotage by green or substitute salespersons without knowledge of stock. (P.S.—Install your Markem Printer right where you finish, pack, stock, ship!)

There are many styles and models of Markem Printers including both *box* and *label* printing machines. One may exactly serve your purpose. If not, we shall gladly collaborate to solve any unusual or difficult marking problem. We suggest that complete details be submitted, including empties of various sizes of packages. Inquiries related to defense work get special attention.

**MARKEM MACHINE COMPANY**  
INDUSTRIAL MARKING HEADQUARTERS  
**MARKING** PRINTING • EMBOSsing • STAMPING • INDENTING **MACHINES**  
For IDENTIFICATION • APPEARANCE • INSTRUCTION upon  
METAL • PLASTIC • GLASS • HARD RUBBER  
WOOD • FIBRE • LEATHER • FABRIC  
PRODUCTS • PARTS • CONTAINERS  
40 Emerald Street KEENE New Hampshire

SEND US YOUR PACKAGE OR PRODUCT TODAY—EXPRESS COLLECT!

# SHOWBOX

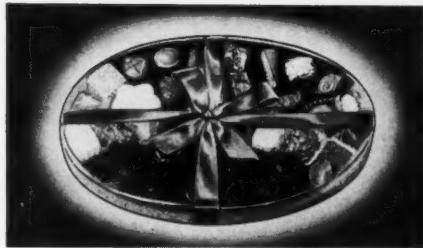
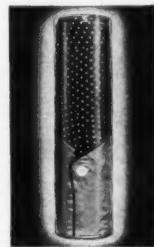
## the answer to "IMPULSE BUYING" in '42!



If, during 1941, you have had to "sell" dealers the idea of *pushing* your product, investigate SHOWBOXES! Once a dealer displays a SHOWBOXED item, pushing is a thing of the past. SHOWBOXES arouse shoppers' curiosity, create impulse buying, produce more sales, greater profits. That's why we say: *if showing it will help sell it, IT BELONGS IN A SHOWBOX!*



Gloves and  
Pajamas  
Sell Faster  
in a  
SHOWBOX



Send us your product today, EXPRESS COLLECT!  
WE'LL DESIGN A SPECIAL SHOWBOX FOR YOU  
WITHOUT COST OR OBLIGATION!

# SHOWBOX

DIVISION OF CENTRAL STATES PAPER & BAG CO.

2600 N. BROADWAY ★ ST. LOUIS, MO.  
CHICAGO ★ DETROIT ★ NEW YORK

### ENCLOSE THIS COUPON

When sending your product or package Express Collect

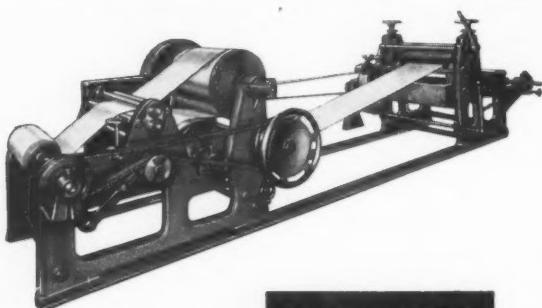
SHOWBOX, Division of Central States Paper & Bag Co.  
2600 N. Broadway, St. Louis, Mo.

Gentlemen: Without obligation please design and submit a sample  
SHOWBOX for the accompanying product or package.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY & STATE \_\_\_\_\_

MP-111

No. AW-2 WAXING MACHINE



**WAXING**  
*Machine*

One of our several types of waxing units used in many production plants at home and abroad. Produces either wet or dry wax paper or light weight board. Perfect controls for temperature, degree of application, accurate rewind and a superior product. In writing refer to No. AW-2.

**HUDSON-SHARP**  
MACHINE CO. • GREEN BAY • WIS



**ADHESIVE PROBLEM IN YOUR HAIR?**

BRING it to a UPACO chemist and he'll unscramble it for you just about as quickly as you say "I'm stuck." Our men work rapidly and produce usable adhesives in answer to the most specialized, as well as every-day needs. They have discovered the adhesives used on transparent cellulose and transparent lacquer surfaces, for instance.

Besides doing the job quickly, they'll do it well. You'll come out with an adhesive that'll save you time, money, trouble in production, shipping and merchandising your product.

**UNION PASTE CO.**

1605 HYDE PARK AVE., HYDE PARK, MASS.

# CONVENTIONS

PACKAGING INSTITUTE

Sessions of the Packaging Institute convention, October 16 and 17 at Rye, N. Y., were marked by informal discussions and reports. Roy W. Peet, Chairman of the Institute's OPM Advisory Committee, presented results of the questionnaire sent to manufacturers using paper products in packaging. This questionnaire asked for estimates on possible savings and called for suggestions as to eliminations, reductions and methods of conserving supplies. Mr. Peet stated that the number of replies could be regarded as indicative of excellent cooperation, not merely in the matter of attitude, but also in the practical character of the suggestions made, such as lowering I. C. C. shipping container specifications, reduction of amount of display and miscellaneous printing, extension of projects for economy to all possible organizations and condemnation of unnecessary forward buying.

Referring to the 15 consumer committees organized cooperatively by the folding paper box industry and OPM, Mr. Peet said his committee proposed better liaison between these various groups. Recommended to OPM as proper subject matter for directives to be issued by that body was a proposal to limit forward buying of supplies no further ahead than 90 days with an additional 90 days supply on order; exception to be made in favor of small buyers whose quantities would involve a price penalty on that basis. Another directive, Mr. Peet said, should advocate discontinuing use of shipping containers in excess of Rule 41 of I. C. C. regulations after current stocks were exhausted. Solid fibre board, except where required for safety, should be discontinued. Directives should also convey instructions for conservation by reducing sizes of labels, reduction of caliper, restriction to even size gauges, advocate re-use of containers, redesign packages to use less material and pack more units per package when possible. Inserts should be eliminated except when the nature of the product makes them necessary. Display containers and superfluous wrapping should be eliminated in all possible cases. Directives, the committee recommended, should take effect 120 days after publication.

Reporting on collapsible tubes, Mr. Peet pointed out that whereas tin was a shortage material at the beginning of their investigation, now lead had become more of a problem than tin. The Food and Drug Administration, however, is manifesting a disposition to relax its requirements regarding use of lead for certain products susceptible of lead poisoning, but that this was not to be regarded as a permanent setting aside of the regulations.

In connection with collapsible tubes P. J. Lathrop of Bristol-Myers Co. read into the record a letter from Wm. M. Bristol, Jr., to the effect that any company so desiring may obtain a license "for one dollar and other good and valuable considerations" permitting the use of the new Sun alloy tube recently perfected by the Bristol-Myers subsidiary, Sun Tube Co., this license to run for the duration subject to renewal thereafter on a royalty basis.

Howard Sumner of Norwich Pharmacal Co. summarized current problems facing the production manager concerning material shortages, machinery delays and labor difficulties. H. H. Leonard of Consolidated Packaging Machinery Corp., and Wallace D. Kimball, Standard-Knapp Corp., recapitulated priority difficulties, with suggested remedies in connection with machinery and repair parts.

Pointing out that materials apparently plentiful today may be on priority lists tomorrow, Charles A. Breskin of the Breskin Publishing Corp. stressed the fact that research has become a national resource and that the laboratories are full of developments which may not be released until after the emergency is over. "Adaptability," said Mr. Breskin, "is America's greatest asset and the net results of the defense program indicate a tremendous national growth after the war ceases."

**EAGLE**

**COLOR**  
research

Eagle has been looking into this business of color. There are facts available — for the asking — about color which you can use to your advantage. Write for the results on the color surveys run by our Color Research Laboratory.

**EAGLE PRINTING INK COMPANY**  
DIVISION GENERAL PRINTING INK CORPORATION  
100 SIXTH AVENUE, NEW YORK, N. Y.  
Philadelphia Chicago Cincinnati  
Cambridge Baltimore Jersey City

## YOU'LL LIKE THE BISMARCK

It's not an overcrowded convention hotel . . . it's not a salesman's showroom . . . it's just a congenial, convenient place to stay in Chicago and meet your friends undisturbed. You'll like the good food in the Walnut Room and the five other air-cooled dining rooms.

You'll like the pleasant rooms with every convenience for your comfort.

Then, too, the Bismarck is so handy to everything in the loop.

Write for free illustrated folder listing coming games, shows, concerts, special events.

OTTO K. EITEL, MNG. DIR.

**BISMARCK**  
**HOTEL**  
**CHICAGO**  
**RANDOLPH**  
**AT LA SALLE**

Special rooms for sales conferences, meetings and banquets.  
We invite correspondence from business officials.  
Let us show you how we can help you.



## packages are adaptable

**L**usteroid containers are made of a special unbreakable, lightweight material which has been successfully adapted to many packaging problems.

**L**usteroid packages have found many uses for selling and sampling drugs, cosmetics, small objects, petroleum products, tobacco, and many other types of merchandise.

Besides the twin advantages of light weight and unbreakability, Lusteroid comes in all colors— integrally—and with multicolor labels integrally applied during the manufacturing process. More and more manufacturers are turning to Lusteroid as the complete answer to pressing packaging problems.

A note or phone call will bring an answer to your packaging problem.

## LUSTEROID CONTAINER CO. Inc.

Formerly Lusteroid Division of the Silcocks-Miller Company

10 Parker Avenue, West • South Orange, New Jersey

## For Sealing PLAIN CELLOPHANE

use

### No. 793

Plain  
Cellulose  
Adhesive



It preserves the beauty and integrity of the package by making an invisible joint and a permanent bond. Its dependability has been proved by more than eleven years of use.

Odorless and sanitary, ideal for sealing or labeling food products.

Applied cold . . . has quick tack and gives satisfactory operation on high speed machinery . . . also for hand work.

Free Sample of this Adhesive sent on request.

**WILLIAMSON ADHESIVES, Inc.**

2323 West 18th Street, CHICAGO

We do not believe there is any substitute for quality

## HOW TO WRAP FASTER AT LESS COST WITH CELLOPHANE, OR KRAFT PAPERS

USE low cost ROLLS of Cellophane, waxed, kraft, or Christmas papers plus the Miller Model MPS wrapping machine. That's a combination hard to beat for speed, economy, and uniformly perfect wrapping. Adjusted in 2 or 3 minutes, without tools, for sizes as little as packages of gum to big 5 lb. candy box. Also bundles smaller packages in groups of 6, 8, 12, etc., replacing costly cartons with neat, economical paper wrappings. A fine precision-built popular unit that gives years of trouble-free service. Write us today. Check up on the big savings MODEL MPS makes possible.

**MILLER  
MODEL  
MPS**

★  
UP TO 21  
GLUE OR HEAT  
SEALED  
PACKAGES PER  
MINUTE!



Wrapping Machines; Bag Making, Filling and Closing (Crimping) Machines; Sheeting and Gluing Machines; Hot Plates; Hand Irons.



WRAPPING & SEALING MACHINE CO.

14 SOUTH CLINTON STREET, CHICAGO, ILLINOIS

The following officers were elected: President—George R. Webber, Standard Brands, Inc.; Vice Presidents—A. Vernon Shannon, Westfield River Paper Co., Inc.; Wallace D. Kimball, Standard-Knapp Corp. Directors for Production Division: Re-elected—Wm. M. Bristol, Jr., Bristol-Myers Co.; J. Y. Lund, Lambert Pharmacal Co. Two new directors: Wallace D. Kimball, Standard-Knapp Corp.; Kendall D. Doble, Pneumatic Scale Corp. Supplies Division—two new directors: H. A. Barnby, Owens-Illinois Glass Co.; Hal W. Johnston, Stecher-Traung Lithograph Corp. New officers for the machinery division functioning as the Packaging Machinery Manufacturers Institute: President—Chas. L. Barr, F. B. Redington Co. Vice Presidents—Wallace D. Kimball, Standard-Knapp Corp.; Geo. A. Mohlman, Package Machinery Co. Also three new directors: Wallace D. Kimball; Kendall D. Doble; Roy E. Johnson, Areco Machine Corp. Production Division re-elected as its director—Howard A. Sumner, Norwich Pharmacal Co.; Supplies Division—Stanley L. King, Monsanto Chemical Co.

### SOCIETY OF THE PLASTICS INDUSTRY

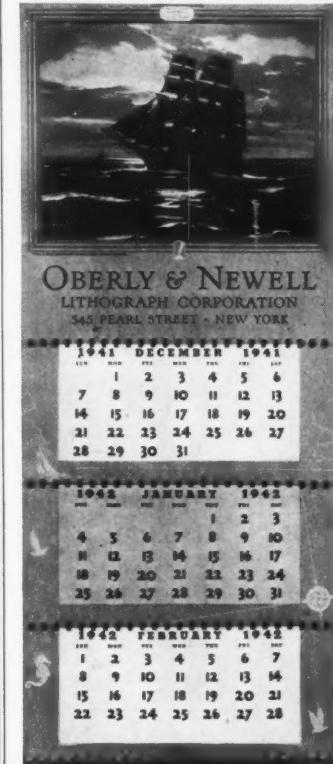
The largest group of plastics molders, material suppliers and press manufacturers ever to gather officially in convention attended the fall meeting of the Society of the Plastics Industry at Rye, N. Y., October 12 to 14. Noticeable was the heightened interest in association possibilities brought on by the increased pressure exerted on plastics by the national defense program.

One of the outstanding organizational developments of the meeting was the formation of an all-industry Molders' Committee to find and present facts to proper government departments on the materials situation as it affects plastics molders. This Committee is functioning under the chairmanship of Alan Fritzsche and is not part of SPI, but is open to society members and non-members alike. A fighting fund has been established by contribution of participating molders. A questionnaire is being formulated and will be sent to all molders in the country. Other members of this committee are: Messrs. Henry Kasch, Charles Dewey, James Neal, Elmer Maywald, George Anderson and Hans Wanders. First morning meeting was addressed by A. E. Peterson, Consultant, Priorities Division, Chemical Branch, OPM. Mr. Peterson's talk was devoted to technical exposition of the terms involved in priorities and of the procedure to be followed.

Bruce Barton touched on topics regarding the war, history and Roosevelt in a talk called, "Today and Tomorrow." Following the general meetings were special group meetings of molders, material and machinery manufacturers plus an unscheduled meeting of Extruders. The first three were chairmaned respectively by George A. Johns, H. S. Spencer and E. A. Stillman.

The second morning was devoted to three important papers. J. B. Johnson, Chief Materials Laboratory, Army Air Corps, spoke on "Structural Plastics in the Airplane Industry." This was illustrated by slides showing molded and fabricated plastics applications on a variety of U. S. aircraft and German Junkers bombers. He showed in detail how airplane companies had co-ordinated their testing procedures and standardized techniques. A design for a standard plastic molding to be used in all airplane tests was projected. A. E. Pitcher, President of the Plastics Manufacturers' Assn. spoke on "Relationship of the Plastic Materials Manufacturers to the Molding Industry." His remarks were by way of explanation of the position forced on plastic materials manufacturers by defense necessities. He said there would be casualties which could not be helped, but that these could be kept at a minimum by intelligent cooperation and compliance with government regulations and requirements.

Lawrence Brown, Chemical Branch, OPA of OPM, addressed the convention on "Civilian Chemical Supplies." His was a searching and profound analysis of the meaning of shortages and of defense. Mr. Brown went directly to the core of the problem when he said, "Civilian supplies are what we call left-over." He pointed out that the country is operating under military economy, albeit a democratic one, and that actual shortages confront this country. The meeting closed with questions and answers and a reading of the minutes by Secretary William T. Cruse.



# Surprise!

Not merely A surprise but an actual picture of THE SURPRISE, one of the most famous of the last century's picturesque clipper ships.

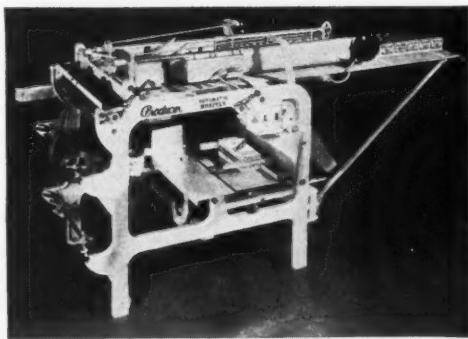
You'll like the way Oberly & Newell have reproduced THE SURPRISE from HUNTER Wood's striking painting on their 1942 three-months-at-a-glance calendar. One of these calendars will be reserved for you if you will simply ask for it on your business stationery.

During the months of 1942 this beautiful calendar may serve to remind you not only of our superb lithographic craftsmanship, but also of our talents for creating eye-appealing, purse-opening window and counter displays and other forms of point-of-sale advertising. The vital second-half of merchandising is just as important as the first because these reminders function where all consumer decisions are put into action . . . at the point of sale!

**OBERLY & NEWELL LITHOGRAPH CORPORATION**  
545 PEARL STREET, NEW YORK, N. Y.

Telephone WOrth 2-3735

## AUTOMATIC WRAPPING the VARIETY way



The VARIETY Automatic Wrapper

One girl operating the VARIETY turns out 1000 neat packages per hour.

So simple she can change setting from one size package to another in less than a minute without using wrenches.

Folds and seals ends and bottom securely with Cellophane or Wax paper.

Enables you to wrap a wide range of different size products on one machine. May we wrap sample packages for you?

ONLY \$995 F. O. B. ROCK ISLAND, ILL.

**GELLMAN MANUFACTURING CO.**

Specializing in wrapping equipment—11th YEAR

Eastern Office and Display  
1270—6th Ave., New York City

Home Office and Factory  
Rock Island, Ill.



## HUMITUBE

REG. U. S. PAT. OFF.

**HUMITUBE MFG. CO.**  
PEORIA, ILLINOIS

A pioneer converter of Flat, Square and Satchel Bottom bags, plain and printed.

Envelopes, pouches, cigar tubes and transparent drinking straws made of—

**Cellophane**  
TRADE MARK  
THE DUPONT CELLULOSE FILM

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## MODERN PACKAGING

BRESKIN PUBLISHING CORPORATION—Chanin Building—122 E. 42nd St., New York, N. Y.

## SPECIALISTS in the manufacture of **CAN & BOTTLE CLOSURES**



*L*ET us quote you on your requirements. Hundreds of dies and molds available for Essential Oil Cans, Sprinkler Tops, Screw Caps, Aluminum Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. 80 years' experience in meeting the needs of packagers. Call upon us for aid.

**CONSOLIDATED FRUIT JAR COMPANY**  
NEW BRUNSWICK • NEW JERSEY

**HOTEL CHELSEA**  
AS FRIENDLY  
AS YOUR HOME  
OFFERS DIVERSION FOR  
EVERY MEMBER OF THE FAMILY

Concerts and dinner music by artists of Philadelphia Orchestra. Luncheon served guests in bathing attire on our open air dining terrace. Restricted beach. Bathing from rooms. Dancing, Bar, Sun decks. Social Director. Kindergartener. Noted cuisine.

VISIT OUR NEW BAR AND TERRACE

RATES FROM

**\$7** ROOM, BATH, MEALS  
**\$4** ROOM & BATH ONLY  
Per Person — 2 in a Room



RIGHT ON THE  
BOARDWALK

ATLANTIC CITY

JOEL HILLMAN • J. CHRISTIAN MYERS • JULIAN A. HILLMAN



## BETTER DISPLAYS INSURE BIGGER SALES VOLUME!

The more attractive your merchandising display, the easier it is to sell your "deal". The more deals you sell, the greater the exposure of your product to the public—consequently, bigger and better retail sales.

Let us work with you. Our big, illustrated, 56 page book, "DISPLAY IDEAS" is FREE. Write for it today. — on your letterhead, please.

**CRYSTAL MANUFACTURING COMPANY**  
1725 DIVERSEY BLVD., CHICAGO  
REPRESENTATIVES IN PRINCIPAL CITIES

*Charm*

**NEW Charm  
FOR YOUR PACKAGE**

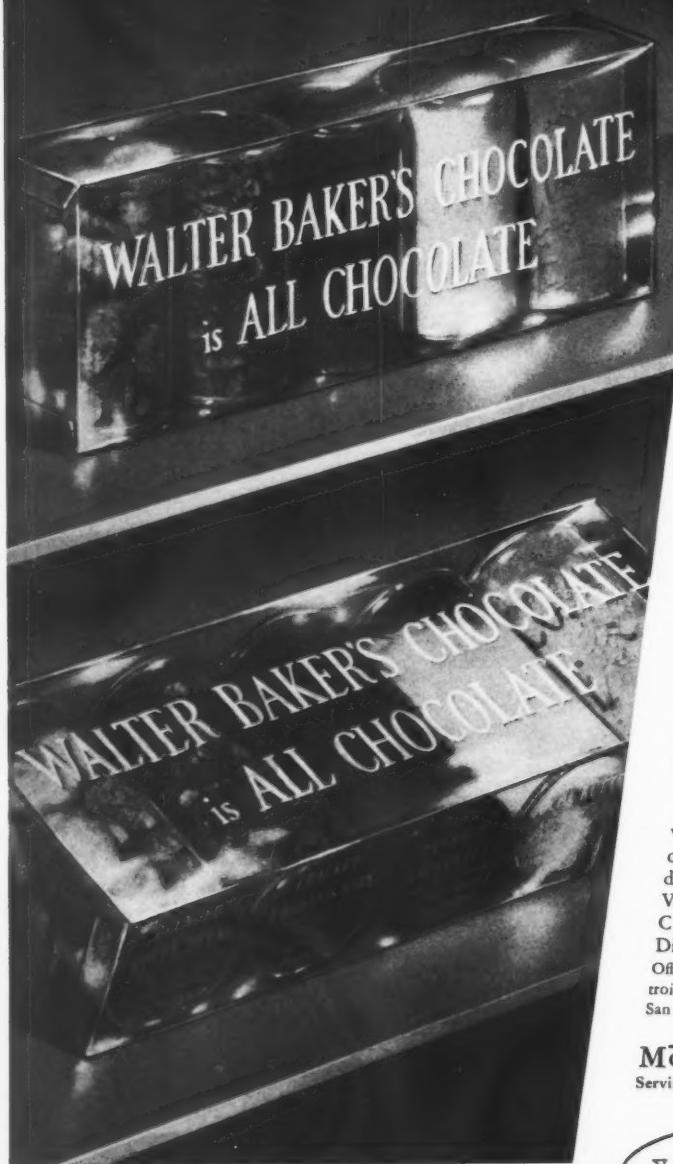
Lucky charms are sure-fire sales stimulants! 52 dramatic subjects in colorful plastic (also gold and silver plated) ready for attaching to the neck of your package or around its middle with sturdy rubber bands or strings. Also, the charm (on an individual card) can be inserted with the product as a premium. In any case, each charm adds an individual delight to the package that means more consumer interest—and MORE SALES!

**TRY THIS TEST**  
The cost of these charms is nominal—from \$3.00 per thousand. Try a thousand or more in a market test. Put them on or in your package — and watch the sales go up!

SEND FOR FREE SAMPLES

**SAMUEL EPPY, INC.**  
CHARMS—MADE IN U.S.A.  
333 Hudson Street • New York City

# FROM COCOA BEAN TO BREAKFAST TABLE... *in one glance*



## Another Selling Problem Solved with VUEPAK!

**The Problem:** to tell and sell the fact that Walter Baker's Chocolate is all chocolate—to company salesmen, to dealers and distributors, and to educational and consumer groups that write for information.

**The Solution:** this neat, compact kit of rigid, transparent VuePak, manufactured for the Walter Baker Company by the Shaw Paper Box Company of Pawtucket, R. I.

Here, in one handy box of VuePak are five cannisters—also of VuePak—holding samples of Walter Baker's Chocolate at each of the five main steps in its manufacture.

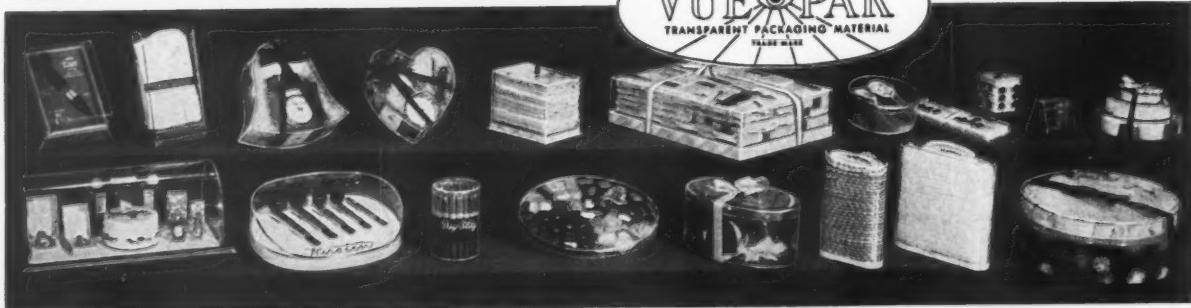
Clear and transparent, VuePak lets you all but feel and taste the beans, the roasted nibs, the pure, premium chocolate, the cocoa butter and the fine, rich finished cocoa. Yet sturdy and rigid, VuePak gives the unit strength to stand repeated handling, in salesmen's demonstrations. Light in weight, it cuts postage costs, when the kit is sent through the mail.

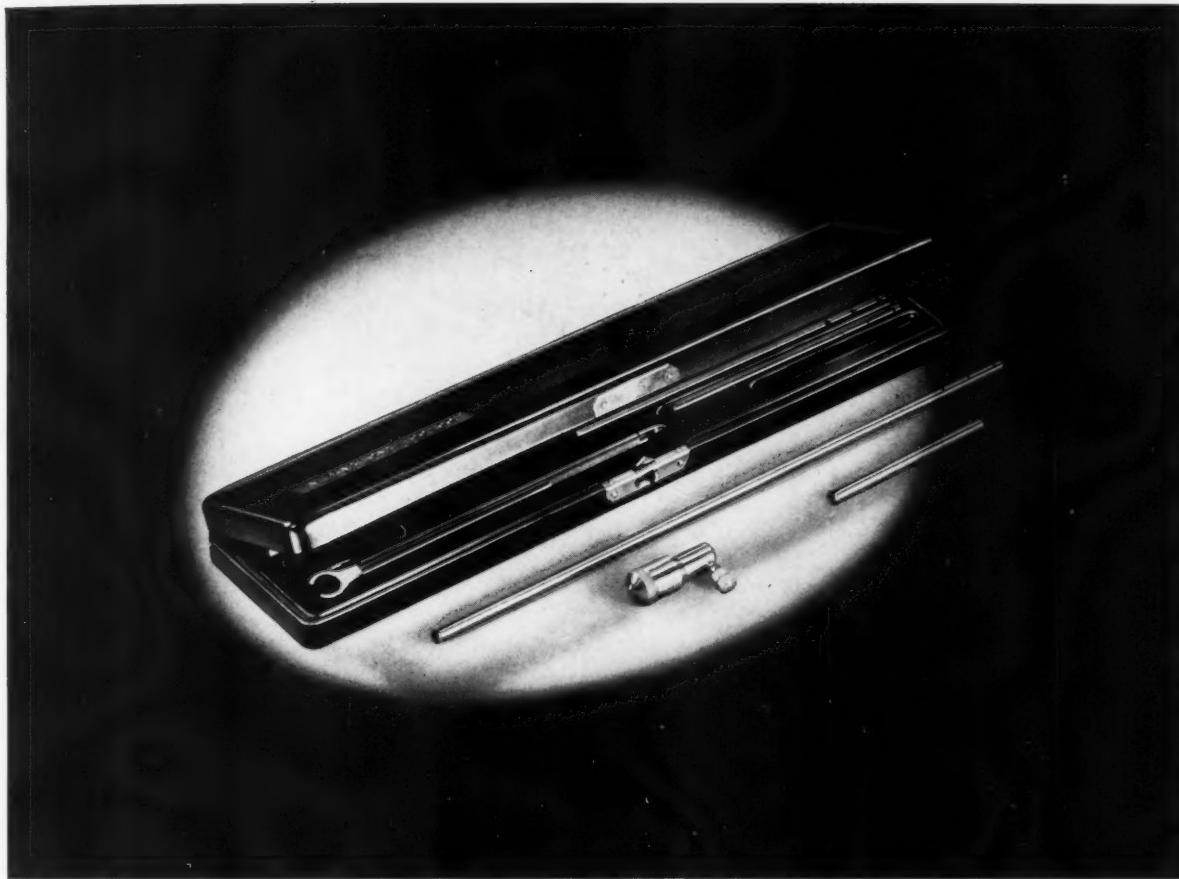
Have YOU a selling problem this versatile, modern packaging material can help to solve? Then write for full details and the names of competent VuePak fabricators. MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield, Mass. District Offices: New York, Chicago, Boston, Detroit, Charlotte, Birmingham, Los Angeles, San Francisco, Montreal.

**MONSANTO PLASTICS**  
Serving Industry... Which Serves Mankind



**VUEPAK**  
TRANSPARENT PACKAGING MATERIAL  
TRADE MARK





## WHAT'S NEW ABOUT A BOX?

THIS SLIM BLACK BOX holds a precious micrometer set... and thereby hangs a tale that *you* can profit by.

Opened-and-shut; opened-and-shut, all day long... such a box must be sturdy enough to withstand the gruelling wear it gets in a machine shop. When the tools are not in use, they must be protected from moisture. At the same time, the box itself must not be affected by the inevitable oils and greases that collect on everything around a shop.

From these preliminary requirements, perhaps you can already appreciate why a Durez plastic was selected for the box.

Both cover and base, molded of high-impact Durez, are quite thick, making an extremely

sturdy container. Economical one-piece molding provides the compartments needed to hold the eight separate pieces of the micrometer set. And of course, Durez is unaffected by moisture, oil or grease.

As for sales appeal, the lustrous finish of Durez speaks for itself. Moreover, the manufacturer's name, International Tool Company, is embossed on the cover.

Here is an example of what Durez can do for what appears to be a "simple" box. Yet the applications of Durez to complex industrial packages are many. If you are facing such a problem...why not find out what Durez can do for you?

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PLASTICS THAT FIT THE JOB

# DEFENSE

*and*



## REVOLUTION IN PACKAGING

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New materials, new applications, NEW PACKAGES are being developed . . .

But they are NOT substitutes! The materials are more protective than ever before for their kind . . . the packages are new departures in packaging thought . . . providing new advantages in production, shipping, display.

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